

NAEB TAPE NETWORK

January 2, 1958

MEMORANDUM:

TO : BOARD OF DIRECTORS OF NAEB AND MEMBERS OF THE NETWORK  
PROGRAM COMMITTEE.  
FROM : DICK RIDER

The attached is a Preliminary Report on the use of network  
Packages #1 and #2 by member stations.

Under the present system of reporting on usage, the stations fill  
in a preliminary report as accurately as possible at the time the pro-  
grams are offered. After the third week's programs are broadcast a more  
detailed and accurate report is submitted. At the conclusion of a  
package a final report is made. These reports are filed at headquarters  
and a permanent record is made after the final reports are received.

While Package #3 and #4 are well started many stations are just  
getting started with Package #1 and #2. This results in an incomplete  
report at the time. Also, some stations omit part of the information  
called for, or are late in returning the reports. These we correct by  
writing and asking for the specific information.

The present report represents the most complete information we  
have at this time.

Richard L. Rider  
Manager, Tape Network

## NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1	Series 51-7	Title	MU SIC FOR THE CONNOISSEUR	13 Programs
		Distributed to	66 stations.	1 hour
		Used by	64 stations	
		Percentage of Use	97.	

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 18, 1951			
KFJM				Too early for report
KFKU				
KMIW				
KOAC	Nov. 3, 1951			
KSAC				
KSLH				
KUOM	Dec. 14, 1951			Skipped first 2 prog.
KUOW				
KUSC				
KUSD	Oct. 13, 1951			
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Oct. 21, 1951			
KWSC	Setp 18, 1951	\$ 12 omitted		
WABE	Nov. 20, 1951		Yes	
WAER	Oct. 3, 1951			
WBAA	Sept. 18, 1951			
WBEZ				Too early for report
WBGQ				
WBGU				
WBJC	Oct. 15, 1951			
WBKY				
WBOE				
WBUR	Oct. 4, 1951			Skipped first 2 prog.
WCAL	Nov. 17, 1951			
WDTR				
WDUQ	Oct. 31, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WGBH				
WGPS				
WGRE				
WHA	Sept. 18, 1951		Yes	
WHAZ				
WILL	Oct. 1, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WKAR	Oct. 21, 1951			
WISU	Sept. 19, 1951			
WMCR	Oct. 2, 1951			
WPMI	Oct. 4, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WNYC				
WOI	Oct. 17, 1951			
WOSU				
WSAJ				
WSOU	Oct. 14, 1951			
WSUI	Oct. 5, 1951			
WTDS				Too early for report
WTHS				
WUOA	Oct. 14, 1951			
WUOM	Oct. 29, 1951			
WUOT	Nov. 16, 1951			
WUSV	Oct 29, 1951			
WVHI				

# NABE TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1      Series 51-8      Title    BBC WORLD THEATRE      13 Programs    1 Hour

Distributed to      66    stations.

Used by      62    stations.

Percentage of use    94

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 14, 1951			
KFJM				Too early for report
KFKU				
KMLW				
KOAC	Nov. 2, 1951			
KSLH				
KUOM	Nov. 28, 1951			
KUCW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWSC	Sept. 19, 1951	#12 Omitted		
WABE	Nov. 15, 1951		Yes	
WAER	Sept. 30, 1951			
WBAA	Sept. 19, 1951	#6 Omitted		
WBEZ				Too early for report
WBGO				
WBGU				
WBJC	Oct. 19, 1951			
WBOE				
WBUR	Oct. 7, 1951			Skipped first 2 programs
WCAL	Nov. 17, 1951			
WDTR				
WDUQ	Oct. 28, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFIV				
WGBH				
WGFS				
WGRE				
WHA			Yes	
WHIAZ				
WHCU				
WILL	Oct. 7, 1951			
WKAR	Oct. 20, 1951			
WLSU	Sept. 17, 1951			



STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WMCR	Oct. 3, 1951			
WMMT	Oct. 9, 1951			
WMUB	Nov. 15, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 20, 1951			
WCSU				
WSAJ				
WSOU	Oct. 20, 1951			
WSUI	Oct. 2, 1951			
WTDS				Too early for report
WTHS				
WUOA	Oct. 14, 1951			
WUOM	Nov. 2, 1951			
WUOT	Nov. 15, 1951			
WUSV	Nov. 1, 1951			
WVSH	Nov. 14, 1951			
WWHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-9 Title THE PEOPLE ACT 13 Programs 1/2 Hour

Distributed to 66 stations.

Used by 62 stations.

Percentage of use 94.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 16, 1951			
KFKU				
KMUW				
KOAC	Oct. 31, 1951			
KSAC				
KSLH				
KUOM	Nov. 29, 1951			
KUON				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KSIC	Nov. 3, 1951			
KWSC	Sept 19, 1951	#12 Omitted		
WABE	Nov. 12, 1951			
WAEK	Oct. 7, 1951			
WBAA	Sept 18, 1951	#10, 11, 12 omitted		
WBEZ				Too early for report
WBGD				
WBGU				
WBJC	Oct. 16, 1951			
WBKY				
WBOE				
WBUR	Oct. 3, 1951			skipped first 2 programs
WCAL	Nov. 15, 1951			
WDTR				
WDOQ	Oct. 31, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGPS				
WGRE				
WHA	Sept. 28, 1951			
WHAZ				
WFGU				
WILL	Oct. 4, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WKAR	Oct. 24, 1951			
WLSU	Sept. 20, 1951			
WMCR	Oct. 4, 1951			
WMMI	Oct. 8, 1951			
WMUB	December 17, 1951			
WNAS				
WNOV				
WNUR				
WNYC				
WOI	Oct. 16, 1951			
WOSU				
WFOU	Oct 15, 1951			
WSUI	Oct. 4, 1951			
WTDS				
WTHS				Too early for report
WUOA	Net. 19, 1951			
WUOM	Nov. 2, 1951			
WUOT	Nov. 15, 1951			
WUSV	Oct. 29, 1951			
WVSH	Nov. 12, 1951			
WVHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-10 Title STORIES N STUFF 13 Programs 1/2 Hour

Distributed to 66 stations.

Used by 59 stations.

Percentage of use 89.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 18, 1951			
KFKU				
KMUW				
KOAC	Nov 3, 1951			
KSAC				
KSLH				
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Nov. 3, 1951			
KWSC	Sept. 22, 1951			
WABE	Nov. 16, 1951			
WAER	Oct. 6, 1951			
WBAA	Sept. 22, 1951			
WBEZ				Too early for report
WBGO				
WBGU				
WBJC	Oct. 18, 1951			
WBKY				
WBOE				
WBUR	Oct. 6, 1961			
WCAL			Yes	
WDTR				
WDUQ	Nov. 2, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGPS				
WGRE				
WHA	Sept. 5, 1951			
WHAZ				
WHCU				

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WILL				Originating station
WKAR	Oct. 20, 1951			
WLSU	Sept. 17, 1951			
WMCR	Oct. 2, 1951			
WMMI	Oct. 3, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WNYC				
WOSU				
WSOU	Oct. 15, 1951			
WSUI	Oct. 6, 1951			Too early for report
WTDS				
WTHS				
WUOA	Oct 19, 1951			
WUOM	Nov. 2, 1951			
WUOT	Nov. 12, 1951			
WVSH	Nov. 16, 1951			
WVHI				

# NAEE TAPE NETWORK

January 2, 1951

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-11 Title FESTIVAL CONCERTS 13 Programs 1 Hour

Distributed to 66 stations.

Used by 57 stations.

Percentage of use 86.

STATIONS	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 17, 1951			
KFKU				
KMUW				
KOAC	Nov. 3, 1951			
KSLH				
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Oct. 29, 1951			
KWSC	Setp. 22, 1951			
WABE	Nov. 16, 1951			
WAER	Oct. 4, 1951			
WBAA	Sept. 20, 1951	W22 Omitted		
WBEZ				Too early for report
WBGO				
WBGU				
WBJC	Oct. 17, 1951			
WBKY				
WBOE				
WCAL			Yes	
WDTR				
WDUQ	Oct. 28, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFLU				
WFPL				
WFUV				
WGBH				
WGFS				
WGRE				
WHAZ				
WHCU				
WILL				Originating station



STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	CONTENT
WLSU	Sept. 20, 1951			
WMER	Oct. 3, 1951			
WMUB	Nov. 13, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 20, 1951			
WOSU				
WSAJ				
WSOU	Oct. 19, 1951			
WSUI	Oct. 1, 1951			
WTDS				Too early for report
WTES				
WUOA	Oct. 19, 1951			
WUOM			Yes	
WUOT	Nov. 13, 1951			
WUSV	Nov. 13, 1951			
WWHI				

# NAED TAPK INTDUC

January 8, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-12 Title INTERNATIONAL VISITOR 13 Programs 1/2 Hour

Distributed to 66 stations.

Used by 53 stations.

Percentage of use 80.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KEPS				
KFKU				
KMUW				
KOAC	Oct. 31, 1951			
KSAC				
KSLH				
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Nov. 24, 1951			
KWSC	Sept. 17, 1951	#9, #12 Omitted		
WABE	Nov. 16, 1951			
WAER	Oct. 6, 1951			
WBEZ				Too early for report
WBGO				
WBGU				
WBKY				
WBOE				
WCAL	Nov. 11, 1951			
WDTR				
WDUQ	Nov. 4, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WBPS				
WGRE				
WHAZ				
WHCU				
WILL	Oct. 2, 1951			
WKAR				
WISU	Sept. 17, 1951			
WMCR	Oct. 2, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WMMI	Oct. 8, 1951			
wnad			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 15, 1951			
WOSU				Originating station
WSAJ				
WSOU	Oct. 18, 1951			
WSUI	Oct. 2, 1951			
WTDS				Too early for report
WUOA	Oct. 18, 1951			
WUSV	Nov. 3, 1951			
WVHI				

## NAEB TAPE NETWORK

January 2, 1951

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-13 Title MASTERWORKS STORY 13 Programs 15-Minutes

Distributed to 66 stations.

Used by 53 stations.

Percentage of use 80.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 17, 1951			
KFKU				
KMLW				
KOAC	Oct. 31, 1951			
KSLH				
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Oct. 28, 1951			
WABE	Nov. 14, 1951			
WAER	Oct. 7, 1951			
WBAA	Sept. 18, 1951	#10, 11, 12 Omitted		
WBEZ				Too early for report
WBGD				
WBGU				
WBJC	Oct. 16, 1951			
WBKY				
WBOE				
WDTR				
WDUQ	Oct. 28, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFTU				
WFPL				
WFUV				
WGBH				
WGFS				
WGRE				
WHA	Sept. 16, 1951			
WHCU				
WLSU	Sept. 17, 1951			
WMCR	Oct. 2, 1951			
WMFI	Oct. 5, 1951			
WMUB	Nov. 16, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOSU				
WSAJ				
WSOU	Oct. 15, 1951			
WSUI	Oct. 4, 1951			
WTDS				
WUOA	Oct. 18, 1951			Too early
WTHS				
WUOT	Nov. 14, 1951			
WUEV	Nov. 3, 1951			
WVHI				
WCAL				Originating station

# NABE TALK NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-14 Title AMERICA AND THE WORLD 13 Programs 1/2 Hour

Distributed to 66 stations.

56 stations

Used by

Percentage of use 85.

STATIONS	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 19, 1951			
KFKU				
KMUW				
KOAC				
KSAC				
KSLH				
KUCW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWSC	Sept. 18, 1951	#12 Omitted		
WABE	Nov. 14, 1951			
WAER	Oct. 1, 1951			
WBAA	Sept. 17, 1951	#1, 2 Omitted		
WBEZ				Too early for report
WBGO				
WBGU				
WBJC			Yes	
WBKY				
WBOE				
WCAL	Nov. 16, 1951			
WDTR				
WDUQ	Nov. 5, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGFS				
WGRE				
WHA	Oct 2, 1951			
WHAZ				
WILL	Nov. 6, 1951			



STATION	BROADCAST DATE Of FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WKAR	Oct. 24, 1951			
WLSU	Sept. 21, 1951			
WMCR	Oct. 2, 1951			
WMUB	Nov. 17, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 18, 1951			
WOSU				
WSOU	Oct. 19, 1951			
WSUI	Oct. 4, 1951			
WTDS				Too early for report
WTHS				
WUOA	Oct. 15, 1951			
WUOT	Nov. 12, 1951			
WUSV	Oct. 31, 1951			
WVSH	Nov. 12, 1951			
WVHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-15 Title **DRIGH OF THE BOUNTY** 8 Programs 1/2 Hour

Distributed to 66 stations

Used by 57 stations

Percentage of use 86.

STATIONS	BROADCAST DATE Of FIRST PROGRAM	ANY DEVIATIONS	Dubbed	COMMENTS
KCVN	Oct. 19, 1951			
KBPS				
KFKU				
KMUW				
KOAC	Nov. 2, 1951			
KSLH				
KUOM	Oct. 18, 1951			
KUCW				Too early for report
KUSC				
KUSD	Oct. 23, 1951			
KVOF				
KWGS				
KWLC				
KWSC	Nov. 17, 1951			
WABE	Oct. 17, 1951			
WAER	Oct. 22, 1951			
WBAA				
WBEZ				Too early for report
WBGO				
WDCU				
WBJC	Nov. 16, 1951			
WBKY	Oct. 16, 1951			
WBOE				
WCAL	Nov. 12, 1951			
WDTR				
WDUQ	Oct. 4, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFTU				
WFPL				
WFUV				
WGBH				
WGFS				Too early for report
WGRE	Sept. 24, 1951			
WHAZ	Sept. 16, 1951			
WILL	Nov. 5, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WKAR	Oct. 28, 1951			
WLSU	Sept. 19, 1951			
WMEF	Nov. 12, 1951			
WMMI				
WMUE	Oct. 22, 1951			
WNAS				
WNOV				
WNUR				
WOI	Nov. 29, 1951			
WOSU	Sept. 30, 1951			
WSAJ	Sept. 25, 1951			
WSOU				
WSUI				
WTDS				
WTSS				
WUOA	Oct. 17, 1951			
WUOM	Nov. 1, 1951			
WUOT	Sept. 25, 1951			
WUSV	Oct. 10, 1951			
WVSH	Nov. 1, 1951			
WVHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-16 Title U.S. ARMY BAND CONCERTS 9 Programs 1 Hour  
UNIVERSITY OF MICHIGAN SYMPHONIC BAND .4 PROG. 1 Hour

Distributed to 66 stations

Used by 57 stations.

Percentage of Use 86.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
KANW	Sept. 24, 1951			
KBPS				
KCVN	Oct. 19, 1951			
KFJM				
KFKU				
KMUW				
KOAC				
KSLH				
KUOW				
KUSC				Too early for report
KUSD				
KVOF			Yes	
KWGS				
KWLC				
KWSC	Nov. 13, 1951			
WABE	Oct. 15, 1951			
WAER	Oct. 26, 1951			
WBAA				
WBEZ				
WBGO				Too early for report
WBGU				
WBJC	Nov. 12, 1951			
WBKY	Oct. 19, 1951			
WBOE				
WCAL			Yes	
WDTR				
WDUQ	Oct. 4, 1951			
WEFS				
WEVC				Too early for report
WFIU				Too early for report
WFPL				
WFUV				
WGBR				
WGFS				
WGRE				Too early for report
WHAZ	Sept. 16, 1951			Used Hindemith and Mich.
WILL	Oct. 3, 1951			
WKAR	Oct. 27, 1951			
WLSU				
WMCR	Nov. 20, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WMMI				
WNAD				
WNAS				
WNOV				
WNUR				
WOI				Irregularly
WOSU	Oct. 6, 1951			
WSAJ	Sept. 27			
WSOU	Oct. 20, 1951			
WSUI				
WTDS				
WTHS				
WUOA	Oct. 19, 1951			
WUOM	Oct. 29, 1951			
WUOT	Sept 25, 1951			
WUSV	Oct. 10, 1951			
WVSH	Oct. 29, 1951			

# NABE TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-C Title AMERICAN TV SOCIETY SPEAKERS 2 Programs. 1 hour

Distributed to 66 stations  
Used by 12 stations  
Percentage 18.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
KUOM				
KUSD			YES	
WABE	Oct. 22, 1951		Yes	
WCAL			Yes	
WDUQ	Oct. 4, 1951			
WMCR	Nov. 12, 1951			
WMUB			Yes	
WOSU	Oct. 4, 1951			
WUOA	Oct. 18, 1951			
WUOT	Sept. 24, 1951			
WUSV	Oct. 13, 1951			
WVSH	Oct. 30, 1951			



# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-D Title CROSSING ON THE TROOP SHIP "GENERAL PATCH."  
L Program. 1/2 hour

Distributed to 66 stations

Used by 11 stations.

Percentage 17.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KUSD			yes	
WABE	Oct. 15, 1951			
WCAL	Nov. 30, 1951			
WDUQ	Oct. 4, 1951			
WMCR	Nov. 12, 1951			
WMUB			Yes	
WOI				
WUOA	Oct. 23, 1951			
WUOT	Oct. 8, 1951			
WUSV	Oct. 27, 1951			
WVSH	Oct. 31, 1951			

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

SPECIAL MUSIC FOR THE CONNOISSEUR CHRISTMAS PROGRAM 1 Prog. 1 Hour.

Distributed to 63 stations.

Used by 58 stations.

Percentage of use 92.

STATION	DATE BROADCAST	STATION	DATE BROADCAST
WAER		KUSD	
WSOU		KFJM	
WBGO		KSAC	
WDUQ	Dec. 25, 1951	KFKU	
WSHS		KMDW	
WBUR		KWGS	Dec. 21, 1951
WHAZ	Dec. 10, 1951	WNAD	
WFUV		KWSC	Dec. 4, 1951
WUSV	Dec. 24, 1951	KUOW	
WBJC	Dec. 10, 1951	KOAC	
WOBH	Dec. 24, 1951	KBPS	
WBAA	Dec. 4, 1951	KGVN	
WFIU	Drubbed	KUSC	
WFPL		KVOF	
WOSU		WBEZ	
WBGU		WEFS	
WTDS		KSLH	
WLSU	Dec. 5, 1951	WNAS	Dec. 21, 1951
WMMI		WWHI	
WBKY		WVSH	
WOUT		WILL	Dec. 22 and Dec. 24, 1951
WUOA			
WABE	Dec. 18, 1951		
WGFS			
WDTR			
WKAR	Dec. 24, 1951		
WMCR			
WNUR			
WUCM	Dec. 10, 1951		
WORE			
WHA			
KNLC			
WCAL			
WSUI	Dec. 19, 1951		
WOI			
KWAR			
MUOM	Dec. 21, 1951		

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

BBC'S "THE MEANING OF CHRISTMAS" 1 Program

Distributed to 25 stations.

Used by 22 stations.

Percentage of use 88.

STATION	DATE OF BROADCAST
WNYC	
WDUQ	Dec. 24, 1951
WBUR	
WUSV	Dec. 23, 1951
WBAA	
WBKY	
WKAR	
WUOM	Dec. 24, 1951
WUOA	
WSUI	Dec. 20, 1951
WOI	Dec. 24, 1951
KUSD	Dec. 24, 1951
KWXX	
KWSC	
KOAC	
KOVN	
WNAD	
EWGS	
ESAC	Dec. 21, 1951
KFKU	
WABE	
WILL	

## PRELIMINARY REPORT

TO: Jim Miles  
FROM: Bob Johnston  
SUBJECT: NAEB Tape Network Engineering Group meeting, January 3 and 4, 1952  
DATE: January 11, 1952

### GENERAL:

The Group meeting was quite successful, in fact, more successful than we who organized it had originally expected. Much good was derived from the mere exchange of information, and closer cooperation in the future is, I believe, guaranteed. It was gratifying to observe the willingness on everyone's part to spend some concerted time and effort in order to insure that the formulation of standards for the Network will be the best possible standards which can be devised. Although practically everything that was proposed was agreed upon, many more facets began to glow than were originally observed, and for this reason, a complete solution is not at hand. For instance, the area of electrical standards is very difficult to define practically, therefore there is still work to be done on this point. On the other hand, the more simple basic standards were agreed upon in full. Many good recommendations came out of this conference and we can begin work to carry these out. I believe everyone left the meetings much wiser than he entered them, and for this reason alone, the entire effort can be justified.

### RECOMMENDATIONS:

Equipment: The equipment owned and the equipment on order for the NAEB Tape Network came under discussion. It was generally agreed that the quality of Magnecord tape recorders was not high enough to be used universally at the Network Headquarters. It was thought that they were of good enough quality to be used in stations in the Network for playing back the Network tapes and in the Network Headquarters for the more simple tasks. Therefore the continued use of Magnecord tape recorders for the duplication of masters and copies for the Network is definitely not recommended except where it can be justified as a delaying action or as a matter of expediency until some better equipment is available. Along this same line of reasoning it was agreed that the use of Magnecorders for the master duplicating should be discontinued as soon as possible and better quality equipment be acquired. It was felt that this equipment be purchased even before the acquisition of some permanent duplicating equipment, for the quality of master duplicating would have to be improved sometime and should be made immediately. It was agreed that this equipment for master duplicating be the very finest available at this time for the following reasons:

1. This is the first step in the process of making duplicates of a program submitted to the Network.

2. Since it is during this process that the speed is reduced from 15 to  $7\frac{1}{2}$ , this will be the greatest single loss of quality in the entire operation. It is, therefore, reasoned that the very finest equipment be obtained to minimize this loss as much as possible.
3. Since the masters sent to the Network are made on many different types of machines, it is highly desirable to duplicate these masters on equipment that can be adjusted easily to agree with the equipment making the original.
4. Since the determining quality is established by the primary standards, it is essential that Network headquarters have equipment capable of performing at this level. This equipment, properly maintained and tested, will in a practical sense be the first link in the process of establishing standards.

The Group specifically recommended the Ampex 300 tape recorder for this application. It is recommended that two of these be purchased immediately to replace all other equipment which is now used to duplicate master tapes. The approximate cost of two Ampex 300 tape recorders is \$3,600.00

The purchase of the Hewlett-Packard test equipment was endorsed by everyone in the Group.

Head Alignment: The Group agreed that the problem of head alignment was mainly one of fully informing everyone of the proper technique to use. It was suggested that a tape recorded program be circulated around the Network which fully explains the correct procedure to follow in aligning the recording heads. Several practical tips were offered as means in which this could most effectively be carried out.

Basic Standards: The first seven basic standards were agreed to in full. The eighth basic standard, "Electrical Characteristics", is not complete at this time and much more work has to be done before I would recommend issuing it. The basic standards are grouped into two categories, primary standard and secondary standard. The primary standard are the highest attainable today using the finest equipment and a speed of 15 ips. The secondary standards are acceptable standards for use in playback.

The basic standards which are most complete at this time are:

1. Type of tape:  
A. Plastic back--red oxide.
2. Type of wind:  
A. Tape wound with oxide in--("A"- wind).
3. Reel size:  
A. Primary standard-- $10\frac{1}{2}$ " (NARTB)  
B. Secondary standard--7".



4. Tape length:
  - A. Primary standard--2400 ft. plus 50 minus 0
  - B. Secondary standard--1200 ft. plus 25 minus 0.
5. Erasing and recording width:
  - A. Entire width of tape (full track)
6. Tape speed:
  - A. Primary standard--15 inches per second
  - B. Secondary standard--7½ inches per second.
7. Tape alignment:
  - A. Recording and reproducing heads shall be aligned perpendicular to travel of tape.

The above standards are basic to the entire industry and should not cause any conflict with any kind of equipment generally used in the broadcast stations.

In the three areas of standardization the proposal was generally agreed to. It was believed necessary that the standards for tape duplication be the very highest attainable today. The standards in the area of tape acceptance bears emphasis for they involve a change from our normal routine in the past. It is recommended that the standards of tape acceptance be the primary standard. This means that tapes offered to the Network for acceptance be recorded at 15 inches per second and be of very good quality. Either size reel may be accepted however. The philosophy followed in making this decision is as follows: It is absolutely necessary, if we are to distribute good quality tapes, that the master sent to the Network be of the very highest attainable with the equipment the stations possess. It is, therefore, believed that requiring the masters to be made at 15 ips. will go farther in insuring this requirement than will 7½ ips. It may appear ridiculous on first thought to require 15 ips. masters when we turn right around and duplicate them at 7½ ips. However, it is believed the requirement of masters at 15 ips. will have an uplifting effect on all programs sent to the Network. If it does this, then it is entirely justified for it requires little additional cost. Furthermore, it is suggested that it be a requirement that, wherever possible, these masters be original recordings on pre-erased tapes.

It is believed that full attainment of these standards will require a good distribution program accompanied with complete written instructions. Our procedure for adopting officially these standards is as follows: the immediate two weeks are being spent on a little study on the electrical standards. I will then send out a revised form of standards to the members of the Group. They will then answer with any other suggestions. Their answer will constitute an official recommendation to the NAEB Board of Directors for adoption. We will then send copies of these standards to all the chief engineers of stations in the Network. It is possible that the electrical standards may take more time than two or three weeks. If so, the standards as much as are complete can be circulated. It is believed that with continued effort and cooperation the Tape Network can operate with standards more complete and workable than any other set of standards existing in the country today.

Robert H. Johnston  
Recording Engineer



FIRST NAEB TAPE NETWORK ENGINEERING CONFERENCE

PURPOSE:

To discuss and formulate the technical standards and procedure for the operation of the NAEB Tape Network.

PLACE:

10:00 a.m. January 3 at Illinois Alumni Association Headquarters, 20th Floor of the LaSalle Hotel, Chicago, Illinois.

ATTENDANCE:

Members of the Board:

John H. Stiehl, Chief Engineer WHA, Madison, Wisconsin.  
Norris E. Grover, Chief Engineer WKAR, East Lansing, Michigan.  
Andy Adresen, Chief Engineer WBEZ, Chicago, Illinois.  
Ralph Townsley, Chief Engineer WBAA, Lafayette, Indiana.  
Berton A. Holmberg, Chief Engineer KUOM, Minneapolis, Minnesota.  
Robert H. Johnston, Recording Engineer, NAEB Tape Network.

Industry Representatives:

*Barker* — Robert Von Behrens, Minnesota Mining and Manufacturing Company  
— Hines, Magnacord Inc.  
L.S. Toogood, L.S. Toogood Recording Company

NAEB Tape Network Officials:

Jim Miles, Executive Director  
Richard L. Rider, Manager

60  
20  
30/140040

AGENDA:

Jan. 3 in Chicago

10:00 am	Meeting opens	R.H. Johnston
10:15	Kellogg Foundation Fund Explanation	Jim Miles
10:30	Talk on tape, tape recording, and tape duplicating	Robert Von Behrens
11:30	Discussion, questions, and answers	
12:00 n	Lunch	
1:00 pm	Trip to Magnecord Factory	Hines
3:00	Trip to L.S. Toogood Recording Company	L.S. Toogood
5:00	Train to Champaign	

Jan. 4 in Champaign

9:00 am	Meeting opens	R.H. Johnston
9:15	Explanation of operation of tape network	R.L. Rider
9:30	Inspection trip of network facilities	
10:30	Proposal and explanation of standards	R.H. Johnston
12:00 n	Lunch	
1:30 p.m.	Discussion of standards	
4:00	Ajourn	
5:10	Train to Chicago	

## PROPOSED STANDARDS FOR NAEB TAPE NETWORK

### BASIC STANDARDS:

1. Type of tape:
  - A. Plastic backed
2. Type of wind:
  - A. Tape wound with oxide in.
3. Reel size:
  - A. 7 inch reel.
4. Tape length:
  - A. 1200 feet plus 50 minus 0 feet.
5. Erasing and recording width:
  - A. Entire width of tape (full track)
6. Tape speed:
  - A. Primary standard---15 inches per second
  - B. Secondary standard--- $7\frac{1}{2}$  inches per second
7. Tape alignment
  - A. Recording and reproducing heads shall be aligned perpendicular to travel of tape. This shall be accomplished by using L.S. Toogood Alignment Tape.
8. Electrical characteristics:

	Primary Standard	Secondary Standard
Frequency Response	50-15,000 c/s 1 db.	70-7000 c/s: 3 db.
Total Harmonic Distortion	3 % RMS	Less than 5 % RMS
Total Wow and Flutter	0.2 %	Less than 0.5 %
Average Speed Variation	0.3 %	Less than 0.5 %
Signal to Noise Ratio	60 db. down	Less than 45 db. down.

## PROPOSED STANDARDS CONTINUED.

### GROUP I TAPE ACCEPTANCE

It shall be standard that all tape recorded programs accepted by the NAEB Tape Network for distribution, conform to the following standards.

1. All of the "Basic Standard"
2. Tape speed---primary standard--15 inches per second
3. Electrical characteristic---primary standard.
4. Where at all times it is possible, these recordings be original recordings, i.e. not duplicates.

### GROUP II TAPE DUPLICATION

It shall be standard that, all tape recorded programs to be distributed by the NAEB Tape Network, be duplicated according to the following standards.

1. All of the "Basic Standards"
2. Tape speed---secondary standard-- $7\frac{1}{2}$  inches per second
3. Electrical characteristics--secondary standard

### GROUP III TAPE USAGE

It shall be standard that, all tape recorded programs distributed by the NAEB Tape Network, be reproduced (Broadcast) on/with equipment which conforms to the following standards.

1. All of the "Basic Standards"
2. Tape speed---secondary standard-- $7\frac{1}{2}$  inches per second
3. Electrical characteristics--secondary standard.

# NAEB TAPE NETWORK EQUIPMENT INVENTORY

- 3 - Magnecord PT6-A Recording Mechanisms
- 1 - Magnecord PT6-P Recording Amplifier (3 channel)
- 1 - Magnecord PT6-J Recording Amplifier (1 channel)
- 1 - Magnecord PT6-D3 Duplicating Amplifier

Approximately 6000 reels Scotch 111-A, 1200 foot recording tape.

900  
462  
264  
350

1976

## ON ORDER

- 1 - Presto RC/10-24 Recording Mechanism
- 1 - Presto 901-A1 Recording Amplifier
- 3 - Standard Speech Racks
- 1 - Hewlett Packard 206A Audio Oscillator
- 1 - Hewlett Packard 330B Distortion Meter

400

1200

300

950

2650

2650

4626

5000

9626

UNIVERSITY OF ILLINOIS RECORDING SERVICE EQUIPMENT PRESENTLY  
USED FOR NAEB TAPE NETWORK.

- 3 - Magnecord PT6-A Recording Mechanisms
- 1 - Magnecord PT6-P Recording Amplifier (3 channel)
- 1 - Magnecord PT6-J Recording Amplifier (1 channel)
- 1 - Magnecord PT6-R Recording Amplifier (Rack)
- 1 - Magnecord PT6-M Recording Mechanism (10" Reel)
- 2 - Presto 8N Recording Tables
- 1 - Presto 64A Transcription turntable

Miscellaneous amplifiers, tools, microphones, studio, remote equipment, speech racks, patches, etc.

## OPERATION "CLARITY"

### Foreword--

Let me admit that Operation "Clarity" grew out of my own confusion as to just what NAEB had grown to be. The time spent in Board Meetings in briefing, "up dating" and explaining organizational relationships leads me to believe that I'm not alone in this state of confusion. The Board of Directors, which is presumably "in the know", is confused. How much more confusing our present organization must be to the general membership!

Let me admit now that the proposed NAEB "Structure" (Schematic B) may actually be closer to the real structure than that shown in Schematic A, as I have based it on the present commitments, committees, and the regional structure. Schematic A is merely my idea of the structure of the present organization, and its apparent disjointedness may be due to my own confusion.

Let me also say that both Schematics probably contain omissions and inaccuracies that came from my own bias.

The proposal is merely a suggestion for your consideration to use as a basis of departure. I hold no particular brief for it.

Whatever you do, however, I would like to emphasize a strong personal feeling: We desperately need a clear, structually sound organization that every member can understand and that will provide: (1) a chain of command; (2) a free unmixed flow of information to all members; (3) clear policies; and (4) more democratic procedures to accomplish our objectives.

### COMMITMENTS:

Any structure that we as an organization assume must take into consideration our:

- 1- Needs of members.
- 2- Present regional set-up.



3- Relationship and commitments to foundations.

These can be spelled out in greater detail as follows:

1- Membership Needs

- a. Information on NAEB policy and progress.
- b. Program assistance (NETWORK)
- c. Program production (FORD FOUNDATION OR OTHER PROGRAMS)
- d. Up-grading station personnel.
- e. Etc-

2- Regional Structure of NAEB

- a. Offers several difficulties, per se
  - 1. Geographic dispersion
  - 2. Liasion between Director and individual members is weak
  - 3. Communication upward from member to Director is bad, not to mention flow downward which is somewhat compensated for by "Newsletter" etc.
- b. But there are compensating advantages to regional set-up
  - 1. With regular yearly Regional Meetings the geographic liability can be turned into an asset.
  - 2. If the Regional Director could be turned into an interpreter of NAEB policy to the individual members, the communications flow up and down might be materially increased. I frankly don't know if there is a standard method of doing this-- better, that is, than the Newsletter does now.

3- Foundations

- a. Committee of Five's contact with Ford Foundation
- b. Lowell Institute as fiscal agent and repository
- c. Project Director--Harley
- d. Productions as a "going concern"
- e. NAEB Board as Kellogg Board

- f. Kellogg Project Director as Executive Director of NAEB
- g. Headquarters and Net as "going concerns"
- h. University of Illinois as fiscal, housing, etc. agent
- i. JCET as a "going concern"
- j. WOI-TV project as a "going concern"

Present NAEB "Structure" (See "Schematic A")

Although "Schematic A" may seem to be unfair, it roughly parallels that of the growth of the organization.

There exists, to my way of thinking, two great areas of weakness and, eventually, danger:

1. There are too many policy making groups. We have committees "to the right of us", committees "to the left of us" et cetera, all busy grinding out policies. Some of these decisions are on a high policy level and are presented to the NAEB as fait accompli. The Board then wrangles and finally approves for fear of offending someone, or undoing some important project already "in progress". In consequence, the Board fritters its time away in discussing whether to approve or disapprove.

This is not to suggest forbidding policy decisions by other committees or the Executive Director, but policy decisions should be made only within the framework of broad or specific policy laid down by the NAEB Board.

At the present rate it might come eventually to the point of "Who's running NAEB?" I submit that the NAEB Board has no more authority to abdicate its policy-making function than it has to authorize the expenditure of the Federal budget. We are the only control the general membership has over the organization other than a yearly vote "in convention assembled". Let's not forget that this organization is owned soul and body by the membership, and it is in their interest that we



labor!

NOTE: There is no personal reference in this at all. The dangers are due solely to method by which we have grown. It was often necessary for individuals to speak in our name under the pressure of time and necessity. All credit to them for the results! It will be to the benefit of foundations if our organizational structure is streamlined to meet the burden their gifts have imposed.

2. The second great area of weakness is in the Regions themselves. There is a big gap, communication wise, between the Regional Directors and the member stations. John Dunn put his finger on this weak spot in his recent circular. Regular regional meetings (at least yearly) are the partial answer here, I believe, in addition to the particular genius of the Director in keeping in touch with the membership. There is also an apathy in the membership (they are busy in their own operations). Confession being, 'tis said, good for the soul, let me personally admit to object failure to do a job in this regard in Region V.

#### OPERATION "CLARITY" (See Schematic B)

There are three main elements to Operation "Clarity":

- 1- NAEB Board (also read Foundation Board)
- 2- Headquarters (add Executive Director)
- 3- Regional Meetings

In more detail:

A. The Board becomes the high-level policy making organ of the National Association of Educational Broadcasters. In reference to the Executive Director and Headquarters this should take the form of numbered and dated policy directives. These policy directives may be as broad or as specific as the situation calls for. In a case where too minute a directive would hamper operations a broad directive with certain definite limits would do. Within the framework of the limits. +

Executive Director sets the policies he thinks will produce the best results. Policies may originate with the Executive Director for approval by the Board, but not after a structure of action or procedure has already been built on the policy--no ex post facto policies. The Executive Director should be present at the formulation of all policies--he will be the nerve center of the organization.

The policies laid down for the Production Director and Committee of Five should be of a broader character perhaps--their judgment would be best on this.

This is the direction in which we have been moving during the last year, but what we need now is recognition of the fact and operating on it from now on.

B. Headquarters (and appendages) becomes the operating arm of the NAEB. This whole question needs a "skull busting" session on it alone. My thoughts are reasonably clear from the Schematic. From the policy directives of the Board, the Executive Director controls and guides the policies and operations of the Publications Editor, the Research Director, Network Manager and sets up the facilities of meeting, seminars, etc. It is also his function to keep the Board members and officers informed in writing of the progress of the above operations and that of Foundations projects.

There should be certain committees working with and for the Executive Director (Program Acceptance, Headquarters Policy Planning Group (See Miles proposal P.4, etc.), but such committees shall be kept to the necessary minimum and shall go out of existence upon completion of work. The policies of such committees, where policies are formulated and where such policies lie outside the limits of existing Board policy directives, shall be submitted to the Board for discussion and approval. Any such committees shall be set up only under a directive of the Board.

Membership on such committees shall not include Board members except where the qualifications of the Board member warrant his membership. The President of NAEB shall be an ex officio member of all committees. The Executive Director shall be an ex-officio member of all such Headquarters committees.

The Secretary and Treasurer shall be considered as Headquarters officers for operational purposes.

C. The Regions shall hold yearly meetings and funds shall be made available to support such meetings. Why not hold the regional meeting each year before the NAEB Convention? It could be spotted geographically between the majority location of the regional stations and the location of the convention. The Director could thus use the Regional Meeting to get the "grass roots" feeling and opinion of the membership. The Board meeting that follows will then reflect the feeling and wishes of the whole membership. In connection with this, would it not be possible for the Executive Director (upon order from the President) to furnish Regional Directors with an agenda early enough before each Board meeting to allow the Directors to contact the membership on vital questions to be discussed? This would allow the membership a direct and continuing expression of opinion on policy matters.

#### CONCLUSION:

That's the blueprint, born out of general concern for the welfare of the NAEB. Many people have contributed to my thinking, but should not bear any responsibility for its inadequacies. Sy Siegel's driving power has set us far along the road that Dick Hull, George Probst, Parker Wheatley, Allen Miller, and many others have dreamed and nurtured. There's a lot of Graydon's concern here and much of Jim Miles' keen analysis. Discussions with many of the members have contributed much. John Dunn lit the match that fired the whole thing. The blame is mine

for fuzzy thinking and long windedness; any good that may come from this can be credited to all those who have wished NAEB well and worked for it.

One last clinche: "It's later than you think."

Yours for NAEB

Alvin M. Gaines  
Director Region II



NAEB TAPE NETWORK

January 2, 1958

MEMORANDUM:

TO : BOARD OF DIRECTORS OF NAEB AND MEMBERS OF THE NETWORK  
PROGRAM COMMITTEE.  
FROM : DICK RIDER

The attached is a Preliminary Report on the use of network Packages #1 and #2 by member stations.

Under the present system of reporting on usage, the stations fill in a preliminary report as accurately as possible at the time the programs are offered. After the third week's programs are broadcast a more detailed and accurate report is submitted. At the conclusion of a package a final report is made. These reports are filed at headquarters and a permanent record is made after the final reports are received.

While Package #3 and #4 are well started many stations are just getting started with Package #1 and #2. This results in an incomplete report at the time. Also, some stations omit part of the information called for, or are late in returning the reports. These we correct by writing and asking for the specific information.

The present report represents the most complete information we have at this time.

Richard L. Rider  
Manager, Tape Network



STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WKAR	Oct. 21, 1951			
WLSU	Sept. 19, 1951			
WMCR	Oct. 2, 1951			
WMMI	Oct. 4, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WNYC				
WOI	Oct. 17, 1951			
WOSU				
WSAJ				
WSOU	Oct. 14, 1951			
WSUI	Oct. 5, 1951			
WTDS				Too early for report
WTHS				
WUOA	Oct. 14, 1951			
WUOM	Oct. 29, 1951			
WUOT	Nov. 16, 1951			
WUSV	Oct 29, 1951			
WWHI				



# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-8 Title BBC WORLD THEATRE 13 Programs 1 Hour

Distributed to 66 stations.

Used by 62 stations.

Percentage of use 94

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 14, 1951			
KFJM				Too early for report
KFKU				
KMUW				
KOAC	Nov. 2, 1951			
KSLH				
KUOM	Nov. 28, 1951			
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWSC	Sept. 19, 1951	#12 Omitted		
WABE	Nov. 15, 1951		Yes	
WAER	Sept. 30, 1951			
WBAA	Sept. 19, 1951	#6 Omitted		
WBEZ				Too early for report
WBGD				
WBGU				
WBJC	Oct. 19, 1951			
WBOE				
WBUR	Oct. 7, 1951			Skipped first 2 programs
WCAL	Nov. 17, 1951			
WDTR				
WDUQ	Oct. 28, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGPS				
WGRE				
WHA			Yes	
WHAZ				
WHCU				
WILL	Oct. 7, 1951			
WKAR	Oct. 20, 1951			
WLSU	Sept. 17, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WMER	Oct. 3, 1951			
WMMI	Oct. 9, 1951			
WMUB	Nov. 15, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 20, 1951			
WOSU				
WSAJ				
WSOU	Oct. 20, 1951			
WSUI	Oct. 2, 1951			
WTDS				
WTHS				Too early for report
WUOA	Oct. 14, 1951			
WUOM	Nov. 2, 1951			
WUOT	Nov. 15, 1951			
WUSV	Nov. 1, 1951			
WVSH	Nov. 14, 1951			
WWHI				

# NAEB TAPE NETWORK

J anuary 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-9 Title THE PEOPLE ACT 13 Programs 1/2 Hour

Distributed to 66 stations.

Used by 62 stations.

Percentage of use 94.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 16, 1951			
KFKU				
KMUW				
KOAC	Oct. 31, 1951			
KSAC				
KSLH				
KUOM	Nov. 29, 1951			
KUON				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KSLO	Nov. 3, 1951			
KWSC	Sept 19, 1951	#12 Omitted		
WABE	Nov. 12, 1951			
WAER	Oct. 7, 1951			
WBAA	Sept 18, 1951	#10, 11, 12 omitted		
WBEZ				Too early for report
WBGO				
WBGU				
WBJC	Oct. 16, 1951			
WBKY				
WBOE				
WBUR	Oct. 3, 1951			skipped first 2 programs
WCAL	Nov. 15, 1951			
WDTR				
WDUQ	Oct. 31, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFOV				
WGBH				
WGPS				
WGRE				
WHA	Sept. 28, 1951			
WHAZ				
WHCU				
WILL	Oct. 4, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WKAR	Oct. 24, 1951			
WLSU	Sept. 20, 1951			
WMCR	Oct. 4, 1951			
WMMI	Oct. 8, 1951			
WMUB	December 17, 1951			
WNAS				
WNOV				
WNUR				
WNYC				
WOI	Oct. 16, 1951			
WOSU				
WSOU	Oct 15, 1951			
WSUI	Oct. 4, 1951			
WTDS				
WTHS				Too early for report
WUOA	Oct. 19, 1951			
WUOM	Nov. 2, 1951			
WUOT	Nov. 15, 1951			
WUSV	Oct. 29, 1951			
WVSH	Nov. 12, 1951			
WVHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-10 Title STORIES N STUFF 13 Programs 1/2 Hour

Distributed to 66 stations.

Used by 59 stations.

Percentage of use 89.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KGVN	Oct. 18, 1951			
KFKU				
KMUW				
KOAC	Nov 3, 1951			
KSAC				
KSLH				
KUOW				
KJSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Nov. 3, 1951			
KWSC	Sept. 22, 1951			
WABE	Nov. 16, 1951			
WAER	Oct. 6, 1951			
WBAA	Sept. 22, 1951			
WBEZ				Too early for report
WBGD				
WBGU				
WBJC	Oct. 18, 1951			
WBKY				
WBOE				
WBUR	Oct. 6, 1961			
WCAL			Yes	
WDTR				
WDUQ	Nov. 2, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFTU				
WFPL				
WFUV				
WGBH				
WGPS				
WGRE				
WHA	Sept. 5, 1951			
WHAZ				
WHCU				

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WILL				Originating station
WKAR	Oct. 20, 1951			
WLSU	Sept. 17, 1951			
WUCR	Oct. 2, 1951			
WMMI	Oct. 3, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WNYC				
WOSU				
WSOU	Oct. 15, 1951			
WSUI	Oct. 6, 1951			Too early for report
WTDS				
WTHS				
WUOA	Oct 19, 1951			
WUOM	Nov. 2, 1951			
WUOT	Nov. 12, 1951			
WVSH	Nov. 16, 1951			
WVHI				

# NAEB TAPE NETWORK

January 2, 1951

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-11 Title FESTIVAL CONCERTS 13 Programs 1 Hour

Distributed to 66 stations.

Used by 57 stations.

Percentage of use 86.

STATIONS	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 17, 1951			
KFKU				
KMUW				
KOAC	Nov. 3, 1951			
KSLH				
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Oct. 29, 1951			
KWSC	Setp. 22, 1951			
WABE	Nov. 16, 1951			
WAER	Oct. 4, 1951			
WBAA	Sept. 20, 1951	22 Omitted		
WBEZ				
WBGO				Too early for report
WBGU				
WBJC	Oct. 17, 1951			
WBKY				
WBOE				
WCAL			Yes	
WDTR				
WDUQ	Oct. 28, 1951			
WEPS				
WEVC				Too early for report
WFIU				Too early for report
WFPL				
WFUV				
WGBH				
WGFS				
WGRE				
WHAZ				
WHCU				
WELL				Originating station



STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WLSU	Sept. 20, 1951			
WMCR	Oct. 3, 1951			
WMUB	Nov. 13, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 20, 1951			
WOSU				
WSAJ				
WSOU	Oct. 19, 1951			
WSUI	Oct. 1, 1951			
WTDS				Too early for report
WTES				
WUOA	Oct. 19, 1951			
WUOM			Yes	
WUOT	Nov. 13, 1951			
WUSV	Nov. 13, 1951			
WWHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-12 Title INTERNATIONAL VISITOR 13 Programs 1/2 Hour

Distributed to 66 stations.

Used by 53 stations.

Percentage of use 80.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KFKU				
KMUW				
KOAC	Oct. 31, 1951			
KSAC				
KSLH				
KUCW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Nov. 24, 1951			
KWSC	Sept. 17, 1951	#9, #12 Omitted		
WABE	Nov. 16, 1951			
WAER	Oct. 6, 1961			
WBEZ				Too early for report
WBGO				
WBGU				
WBKY				
WBOE				
WCAL	Nov. 11, 1951			
WDTR				
WDUQ	Nov. 4, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFTU				
WFPL				
WFUV				
WGEH				
WBPS				
WGRE				
WHAZ				
WHCU				
WILL	Oct. 2, 1951			
WKAR				
WLSU	Sept. 17, 1951			
WMER	Oct. 2, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WMMI	Oct. 8, 1951			
wnad			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 15, 1951			
WOSU				Originating station
WSAJ				
WSOU	Oct. 18, 1951			
WSUI	Oct. 2, 1951			
WTDS				Too early for report
WUOA	Oct. 18, 1951			
WUSV	Nov. 3, 1951			
WVHI				

NABE TAPE NETWORK

January 2, 1951

REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-13 Title MASTERWORKS STORY 13 Programs 15-Minutes

Distributed to 66 stations.

Used by 53 stations.

Percentage of use 80.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 17, 1951			
KFKU				
KMUW				
KOAC	Oct. 31, 1951			
KSLH				
KUCW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWLC	Oct. 28, 1951			
WABE	Nov. 14, 1951			
WAER	Oct. 7, 1951			
WBAA	Sept. 18, 1951	#10, 11, 12 Omitted		
WBEZ				Too early for report
WBGD				
WBGU				
WBJC	Oct. 16, 1951			
WBKY				
WBOE				
WDTR				
WDUQ	Oct. 28, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFTU				
WFPL				
WFUV				
WGBH				
WGFS				
WGRE				
WHA	Sept. 16, 1951			
WHCU				
WLSU	Sept. 17, 1951			
WMCR	Oct. 2, 1951			
WMMI	Oct. 5, 1951			
WMUB	Nov. 16, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOSU				
WSAJ				
WSOU	Oct. 15, 1951			
WSUI	Oct. 4, 1951			
WTDS				Too early
WUOA	Oct. 18, 1951			
WTHS				
WUOT	Nov. 14, 1951			
WUEV	Nov. 3, 1951			
WVHI				
WCAL				Originating station

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #1 Series 51-14 Title AMERICA AND THE WORLD 13 Programs 1/2 Hour

Distributed to 66 stations.

56 stations

Used by

Percentage of use 85.

STATIONS	BROADCAST DATE OF FIRST PROGRAM	ANY DEIVATION	DUBBED	COMMENTS
KBPS				
KCVN	Oct. 19, 1951			
KFKU				
KMUW				
KOAC				
KSAC				
KSLH				
KUOW				
KUSC				
KVOF				
KWAR				Too early for report
KWAX				Too early for report
KWGS				
KWSC	Sept. 18, 1951	#12 Omitted		
WAEE	Nov. 14, 1951			
WAER	Oct. 1, 1951			
WBAA	Sept. 17, 1951	#1, 2 Omitted		
WBEZ				Too early for report
WBOG				
WBGU				
WBJC			Yes	
WBKY				
WBOE				
WCAL	Nov. 16, 1951			
WDTR				
WDUQ	Nov. 5, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGFS				
WGRE				
WHA	Oct 2, 1951			
WHAZ				
WILL	Nov. 6, 1951			

STATION	BROADCAST DATE Of FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
WKAR	Oct. 24, 1951			
WLSU	Sept. 21, 1951			
WMCR	Oct. 2, 1951			
WMUB	Nov. 17, 1951			
WNAD			Yes	
WNAS				
WNOV				
WNUR				
WOI	Oct. 18, 1951			
WOSU				
WSOU	Oct. 19, 1951			
WSUI	Oct. 4, 1951			
WTDS				
WTHS				Too early for report
WUOA	Oct. 15, 1951			
WUOT	Nov. 12, 1951			
WUSV	Oct. 31, 1951			
WVSH	Nov. 12, 1951			
WWHI				



# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-15 Title EDIGH OF THE BOUNTY 8 Programs 1/2 Hour

Distributed to 66 stations

Used by 57 stations

Percentage of use 86.

STATIONS	BROADCAST DATE of FIRST PROGRAM	ANY DEVIATIONS	Dubbed	COMMENTS
KCVN	Oct. 19, 1951			
KBPS				
KFKU				
KMUW				
KOAC	Nov. 2, 1951			
KSLH				
KUOM	Oct. 18, 1951			
KUOW				Too early for report
KUSC				
KUSD	Oct. 23, 1951			
KVOF				
KWGS				
KWLC				
KWSC	Nov. 17, 1951			
WABE	Oct. 17, 1951			
WAER	Oct. 22, 1951			
WBAA				
WBEZ				Too early for report
WBOO				
WBOU				
WBJC	Nov. 16, 1951			
WBKY	Oct. 16, 1951			
WBOE				
WCAL	Nov. 12, 1951			
WDTR				
WDUQ	Oct. 4, 1951			
WETS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGFS				Too early for report
WGRE	Sept. 24, 1951			
WHAZ	Sept. 16, 1951			
WILL	Nov. 5, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WKAR	Oct. 28, 1951			
WLSU	Sept. 19, 1951			
WMCR	Nov. 12, 1951			
WMMI				
WMUE	Oct. 22, 1951			
WNAS				
WNOV				
WNUR				
WOI	Nov. 29, 1951			
WOSU	Sept. 30, 1951			
WSAJ	Sept. 25, 1951			
WSOU				
WSUI				
WTDS				
WTHS				
WUOA	Oct. 17, 1951			
WUOM	Nov. 1, 1951			
WUOT	Sept. 25, 1951			
WUSV	Oct. 10, 1951			
WVSH	Nov. 1, 1951			
WWHI				

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-16 Title U.S. ARMY BAND CONCERTS 9 Programs 1 Hour  
UNIVERSITY OF MICHIGAN SYMPHONIC BAND 4 PROG. 1 Hour

Distributed to 66 stations

Used by 57 stations.

Percentage of Use 86.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
KANW	Sept. 24, 1951			
KBPS				
KCVN	Oct. 19, 1951			
KFJM				
KFKU				
KMUW				
KOAC				
KSLH				
KUOW				Too early for report
KUSC			Yes	
KUSD				
KVOF				
KWGS				
KWLC				
KWSC	Nov. 13, 1951			
WABE	Oct. 15, 1951			
WAER	Oct. 26, 1951			
WBAA				
WBEZ				Too early for report
WBGD				
WBGU				
WBJC	Nov. 12, 1951			
WBKY	Oct. 19, 1951			
WBOE				
WCAL			Yes	
WDTR				
WDUQ	Oct. 4, 1951			
WEPS				Too early for report
WEVC				Too early for report
WFIU				
WFPL				
WFUV				
WGBH				
WGFS				Too early for report
WGRE				Used Hindemith and Mich.
WHAZ	Sept. 16, 1951			
WILL	Oct. 3, 1951			
WKAR	Oct. 27, 1951			
WLSU				
WMCR	Nov. 20, 1951			

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
WMMI				
WNAD				
WNAS				
WNOV				
WNUR				
WUI				Irregularly
WOSU	Oct. 6, 1951			
WSAJ	Sept. 27			
WSOU	Oct. 20, 1951			
WSUI				
WTDS				
WTHS				
WUOA	Oct. 19, 1951			
WUOM	Oct. 29, 1951			
WUOT	Sept 25, 1951			
WUSV	Oct. 10, 1951			
WVSH	Oct. 29, 1951			

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-C Title AMERICAN TV SOCIETY SPEAKERS 2 Programs.  $\frac{1}{2}$  hour

Distributed to 66 stations  
Used by 12 stations  
Percentage 18.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATION	DUBBED	COMMENTS
KUOM				
KUSD			YES	
WABE	Oct. 22, 1951		Yes	
WCAL			Yes	
WDUQ	Oct. 4, 1951			
WMCR	Nov. 12, 1951			
WMUB			Yes	
WOSU	Oct. 4, 1951			
WUOA	Oct. 18, 1951			
WUOT	Sept. 24, 1951			
WUSV	Oct. 13, 1951			
WVSH	Oct. 30, 1951			

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

Pck. #2 Series 51-D Title CROSSING ON THE TROOP SHIP "GENERAL PATCH."  
L Program. 1/2 hour

Distributed to 66 stations

Used by 11 stations.

Percentage 17.

STATION	BROADCAST DATE OF FIRST PROGRAM	ANY DEVIATIONS	DUBBED	COMMENTS
KUSD			yes	
WABE	Oct. 15, 1951			
WCAL	Nov. 30, 1951			
WDUQ	Oct. 4, 1951			
WMCR	Nov. 12, 1951			
WMUB			Yes	
WOI				
WUCA	Oct. 23, 1951			
WUOT	Oct. 8, 1951			
WUSV	Oct. 27, 1951			
WVSH	Oct. 31, 1951			

# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

SPECIAL MUSIC FOR THE CONNOISSEUR CHRISTMAS PROGRAM 1 Prog. 1 Hour.

Distributed to 63 stations.

Used by 58 stations.

Percentage of use 92.

STATION	DATE BROADCAST	STATION	DATE BROADCAST
WAER		KUSD	
WSCU		KFJM	
WBGQ		KSAC	
WDUQ	Dec. 25, 1951	KFKU	
WSHS		KMUW	
WBUR		KWGS	Dec. 21, 1951
WHAZ	Dec. 10, 1951	WNAD	
WFUV		KWSC	Dec. 4, 1951
WUSV	Dec. 24, 1951	KUOW	
WBJC	Dec. 10, 1951	KOAC	
WGBH	Dec. 24, 1951	KEPS	
WBAA	Dec. 4, 1951	KCVN	
WFIU	Dubbed	KUSC	
WFPL		KVOF	
WOST		WBEZ	
WBGU		WEFS	
WTDS		KSLH	
WLSU	Dec. 5, 1951	WNAS	Dec. 21, 1951
WMMI		WVHI	
WBKY		WVSH	
WOUT		WILL	Dec. 23 and Dec. 24, 1951
WUOA			
WABE	Dec. 18, 1951		
WGPS			
WDTR			
WKAR	Dec. 24, 1951		
WMCR			
WNUR			
WUCM	Dec. 10, 1951		
WGRE			
WHA			
KWLC			
WCAL			
WSUI	Dec. 19, 1951		
WOI			
KWAR			
WUCM	Dec. 21, 1951		



# NAEB TAPE NETWORK

January 2, 1952

## REPORT ON PROGRAM UTILIZATION

BBC'S "THE MEANING OF CHRISTMAS" 1 Program

Distributed to 25 stations.

Used by 22 stations.

Percentage of use 88.

### STATION DATE OF BROADCAST

WNYC	
WDUQ	Dec. 24, 1951
WBUR	
WUSV	Dec. 23, 1951
WBAA	
WBKY	
WKAR	
WUOM	Dec. 24, 1951
WUOA	
WSUI	Dec. 20, 1951
WOI	Dec. 24, 1951
KUSD	Dec. 24, 1951
KWLX	
KWSC	
KOAC	
KCVN	
WNAD	
EWGS	
ESAC	Dec. 21, 1951
KFKU	
WABE	
WILL	

## NAEB Tape Network

January 15, 1952

### Summary of Poll of Stations on Distribution Methods

A rough poll was taken to determine the sentiment of stations on the previous individual program distribution and the present package method. The following summary includes all questionnaires returned to date.

Number of stations returning questionnaire-----	38
Those favoring old method-----	2
Those favoring Package method-----	34
Neutral-----	2

As indicated in the note from Audrey June Booth at KUOM, there are drawbacks to the package system. This can not be denied. However, it is to be noted that some of the difficulties she mentions would be worse under the old method. Actually the one she recommends is impossible at this time; although it is the method planned for the future.

It was also interesting to find a number of stations that feel the package system should be retained permanently for programs which are not limited in time of use. This should be supplemented by direct two-way, headquarters-station distribution for timely shows.

Jim Miles has the copies of the returned questionnaires.

It is hoped this explains, at least in part, why the package system is being used!

Richard L. Rider  
Manager, Tape Network

February 20, 1952

TO: ALL NETWORK STATIONS  
FROM: DICK RIDER  
RE: USE OF TAPE NETWORK PROGRAMS

In the future the attached form will be used to obtain pertinent information from the originating source. This information will accompany program offerings.

It is essential that all stations rigidly adhere to all restrictions imposed on the use of programs supplied to us. In case of doubt please check with headquarters before subjecting MAEB tapes to unusual uses.

1. Dubbing programs for delayed use, or for re-use. Except where specifically prohibited the dubbing of tapes for delayed use or for later re-use is permitted.

2. Dubbing programs for non-broadcast use. Except where specifically prohibited the dubbing of tapes for classroom, library, or other legitimate educational non-broadcast use is permitted.

3. Network programs will not be supplied for use by stations not participating members of the network. There are certain exceptions to this, but the right of exception rests with the Board of Directors of NAEB and not with the individual station.

4. Under no circumstances may a member station provide network programs for commercial stations. This area provides our greatest risk. Special care is requested to insure that this policy is followed.

5. Network programs may not be used over wired wireless, gas-pipe, or other non-licensed campus stations.

These areas seem to have posed the majority of problems. Your complete co-operation is requested.

Dick Rider

DR:WC  
Enc.

NAEB TAPE NETWORK  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

MEMORANDUM

TO: ORGANIZATIONS SUPPLYING PROGRAMS FOR USE BY STATIONS OF THE NAEB TAPE NETWORK

The purpose of this memorandum is to inform you about the basic distribution practices of the NAEB Tape Network, and to obtain from you instructions regarding any restrictions you desire to impose on the use of your programs. We would appreciate it if you would answer the questions on one copy of this form and return it to us so we may inform our stations of your desires.

STANDARD PRACTICES

1. Programs are distributed only to non-commercial educational stations which are participating members of the NAEB Tape Network.
2. Under no circumstances will network programs be supplied for use by commercial stations.
3. Programs are available to licensed broadcast stations only, and are not available to so-called, "wired wireless", "gas-pipe", or other non-licensed campus stations.
4. The National Association of Educational Broadcasters will exercise every possible precaution to insure that programs are used in accordance with any restrictions imposed by the originating source.

QUESTIONS

While the NAEB Tape Network distributes programs primarily for broadcast purposes, certain copying and non-broadcast uses are desirable in many cases. Please indicate your reactions to this kind of use by answering the following questions.

1. Will you permit NAEB stations to dub copies of your programs for delayed use, and/or for re-use at a later date?
2. Will you permit NAEB stations to dub copies of your programs for non-broadcast use? (This includes classroom use in schools, library files, use by reputable agencies conducting educational programs, and similar uses.)

3. Please describe below any other restrictions or conditions which you desire the NAEB Tape Network to enforce in connection with the use of your programs.

February 13, 1952

NAEB TAPE NETWORK

MEMORANDUM:

TO : ALL NETWORK STATIONS.  
RE : NEW PROGRAM OFFERINGS.  
FROM : Dick Rider

The offering of the next group of programs, scheduled to begin on the first stations the week of March 16th requires some additional explanation.

First of all, you will note that the enclosed material indicates the programs to be included together with a brief description. However, detailed descriptions and program lists are not included. The make up of these packages has been somewhat slowed while waiting for a meeting of the new program committee. That committee has now met. Thus, the program announcement is being made, and program lists and detailed descriptions will follow as soon as possible.

For Packages #5 and #6, schedules will follow those in effect for Packages #3 and #4, to enable stations to maintain continuity of programs.

IN-SCHOOL PROGRAMS

We are pleased to announce that In-School programs are now a part of the NAEB Tape Network service. Information on three of the in-school series is enclosed. The fourth program will be selected very soon, and detailed information sent out as soon as possible.

Full information on in-school program plans, as well as considerable information pertinent to network programming in general will be distributed soon. The committee meetings were most successful. The executive committee of the Board of Directors is meeting this week-end, and as soon as they have approved the recommendations of the program committees this information will be distributed. Meanwhile, the following is included so that we can begin distribution of school programs.

AVAILABLE CHOICES AND COSTS

The following plan is being submitted to the board for approval. It is important to note that if this plan is not accepted, or is modified, something comparable will take its place. SO:::::PLEASE READ THE FOLLOWING WITH CARE.



The Network normally will offer eight packages of programs per year. Even after individual distribution becomes possible some similar offering period will prevail. These eight packages constitute the normal services obtained by payment of the annual service assessment fee. It is not practical to materially increase this service without increasing the costs. Therefore, the in-school programs are not being offered in addition to the regular service but in lieu of a portion of it.

Two packages of in-school programs will be offered each year. This makes a total of ten packages. A station may select a maximum of eight packages for any one year. If a station desires all ten packages it will have to pay an additional fee to cover costs of recording, handling, etc.

One possibility being submitted to the board is that the extra two packages will cost a station one-fourth of its annual assessment. This, it seems probable, would be the maximum cost. CAUTION:::This, I repeat is not final. The only thing certain at this time is, that if a station desires all programs, it will have to pay a small extra fee.

On the other hand, a school station can get six regular packages, enough to cover the school year--Sept. through May--- and both school packages at no increase over its regular assessment fee.

#### DISTRIBUTION OF IN-SCHOOL PROGRAMS

The in-school committee asked me to assure me to assure you first of all that the method of distribution outlined below is temporary. It will be perfected and refined as facilities in network headquarters are improved. Furthermore, it should be pointed out that the in-school programs are not available to stations which are not members of the network. This is an integral part of the basic network service, the overhead for which will be carried by the station assessment fees. Thus, non-subscribing stations will not be allowed to purchase this service alone.

The presently offered in-school package is intended for use during the first semester of the 1952-53 school year. The first program series will begin circulating by March 1, and all four series will be in circulation by April 1. Programs for use during the second semester of the 1952-53 school year will be selected by the committee during the Ohio State Institute in April and will be available to the stations prior to the close of the current school year. This, in general, will be the pattern for scheduling of in-school programs.

The programs will be circulated in shipments containing an entire series of fourteen programs. Our plan is to make six copies of each series. These will be started at each end of the school station legs. After the tapes have completed this circuit, they will be available to college and university stations electing to use them.



The programs will be circulated in shipments containing an entire series of fourteen programs. Our plan is to make six copies of each series. These will be started at each end of the school station legs. After the tapes have completed this circuit, they will be available to college and university stations electing to use them.

ALL STATIONS MUST ARRANGE TO MAKE THEIR OWN COPIES OF SCHOOL PROGRAM IN THE SHORTEST POSSIBLE TIME.

Unfortunately, we could not determine any satisfactory means for providing audition copies prior to distribution. It is the committee's plan to arrange for school program auditioning at both the Ohio State Institute and the annual NAEB Convention. Meanwhile you must accept the programs on faith, and make your final decision after they are in your hands.

All stations selecting the school program package will be provided immediately with the manual for each series prepared by the originating station. From this copy of the manual, it is expected that all using stations will prepare their own supplementary materials.

In all cases, both in the supplementary materials and on the tapes, the originating station should be given appropriate credits.

If there are any questions concerning the above, please feel free to write. It will be considerably more clear when you receive the materials growing out of the program committee meetings.

PLEASE INDICATE ON THE ENCLOSED CARD YOUR CHOICE OF PACKAGES. RETURN THE CARDS PROMPTLY.

With best regards,

Dick Rider

# NAEB TAPE NETWORK

March 4, 1952

## REPORT:

TO : NAEB BOARD OF DIRECTORS  
FROM : DICK RIDER  
RE : NETWORK STATIONS AND ASSESSMENT FEES

There are currently 61 participating stations using the network service. These break down into 16 Class "A" stations, 15 Class "B", and 30 Class "C". A list of active network stations by classification is attached.

The following figures are based on the 1952-1953 network service assessment rates as established by the membership at the Biloxi meeting. These were: Class "A" \$200; Class "B" \$125; and Class "C" \$75.

For the present six months period, January 1, 1952, to June 30, 1952, the following revenues will be obtained:

From Class "A" Stations	\$1,600.00
From Class "B" Stations	937.50
From Class "C" Stations	<u>1,125.00</u>
Total	\$3,662.50

For the fiscal year July 1, 1952, to June 30, 1953, the following revenues are anticipated:

From Class "A" Stations	\$3,200.00
From Class "B" Stations	1,875.00
From Class "C" Stations	<u>2,250.00</u>
Total	\$7,325.00

It has been recommended by the Executive Committee of the Board that the next installment of the Kellogg Grant be paid to coincide with the normal July-June fiscal year. The amount allocated to network operation in the Kellogg budget for fiscal year 1952-53 is \$16,500. This, added to the \$7,325 anticipated as receipts from stations, gives a total potential budget for the network of \$23,825 for July 1, 1952-June 30, 1953.

Since the purpose of this memorandum is partly to assist you in thinking about network assessments to be considered and approved at the Minneapolis convention, I might mention that the proposed Kellogg budget figure for network operation for fiscal year July 1, 1953-June 30, 1954 is \$11,500. To achieve

our hoped for \$25,000 budget we will obviously need \$13,500 from assessment fees. This is slightly less than double the anticipated 1952-53 receipts.

For the 1954-1955 fiscal year the Kellogg budget provides \$6,500. After July 1, 1955, we are on our own.

Obviously there will be some fluctuation in the number of stations and thus in the revenues received. This is submitted to inform you of the situation as it now is and to begin the projection of dollar figures for future years.

Cordially,

Dick Rider

# CLASS "A" STATIONS

WGBH -- Lowell Institute Cooperative Broadcasting Council  
 WBAA -- Purdue University  
 WFIU -- Indiana University  
 WOSU -- Ohio State University  
 WILL -- University of Illinois  
 WKAR -- Michigan State  
 WUOM -- University of Michigan  
 WHA -- University of Wisconsin  
 WSUI -- University of Iowa  
 WOI -- Iowa State College  
 KUOM -- University of Minnesota  
 WCAL -- St. Olaf College  
 KWSC -- State College of Washington  
 KSAC -- Kansas State College  
 KFKU -- University of Kansas  
 KOAC -- Oregon State College

# CLASS "B" STATIONS

WKY -- University of Kentucky  
 WLSU -- Louisiana State University  
 WUOA -- University of Alabama  
 WUOT -- University of Tennessee  
 WEVC -- Evansville College  
 KFJM -- University of North Dakota  
 KCVN -- College of the Pacific  
 KUOW -- University of Washington  
 WABE -- Atlanta Board of Education  
 KDPS -- Des Moines Public Schools  
 WBEZ -- Chicago Board of Education  
 WEGO -- Board of Education, Newark, New Jersey  
 WDTR -- Detroit Public Schools  
 KSLH -- Board of Education, St. Louis  
 WNAD -- University of Oklahoma

# CLASS "C" STATIONS

WAER -- Syracuse University	KMUW -- University of Wichita
WSOU -- Seaton Hall College	WGPS -- Greensboro Public School
WDUQ -- Duquesne University	WTBS -- Dade County Board of Educ., Miami
WSAJ -- Grove City College	WNAS -- New Albany, Indiana, City Schools
WBUR -- Boston University	WWHI -- Wilson Jr. High School, Muncie, Ind.
WUSV -- University of Scranton	WVSH -- School-City of Huntington, Ind.
WKSU -- Kent State University	WEPS -- Board of Education, Elgin, Ill.
WGRE -- De Pauw University	WSHS -- Sewanhaka High School, Floral Pk., NY
WFPL -- Louisville Public Library	WTDS -- Toledo Public Schools, Toledo, Ohio
WMCR -- Western Michigan College	WBGU -- Bowling Green State University
WNUR -- Northwestern University	KWAX -- University of Oregon
WMUB -- Miami University	
WMYI -- Municipal Jr. College, Meridian, Mississippi	
KWLC -- Luther College, Decorah, Iowa	
KWAR -- Wartburg College, Waverly, Iowa	
KUSD -- University of South Dakota	
KUSC -- University of Southern California	
KBPS -- Portland Public Schools	
KWGS -- University of Tulsa	

To: Seymour Siegel *Ans*  
From: Alvin Gaines, WABE, Atlanta, Ga.

Date: Jan. 7, 1952  
Subject: Network & NAEB

I hope John Dunn won't mind if I adopt his form in order to join the fracas now in progress concerning the Network in particular and NAEB in general. Parenthetically, I'm glad to see this whole commotion as I believe it is a sign of the fermentation indicative of NAEB's growth and coming-of-age.

Here are some comments on John's blast--both pro and con:

To begin with, I don't believe that the Network is being run to the satisfaction or for the benefit of any individual or group of individuals. The point to remember about the Network is that its growth has been weed-like and in its short life it nearly wrecked one station (WNYC) in giving it birth, its paternity was changed before it could walk, and now it is expected to perform like an adult at age 2 when it still lacks a heart (the mass duplicator)! Not to belabor to above image, I think that the Network will have to do without its adolescence, but let's be realistic: a wire net won't operate without wires, and tape net won't operate with maximum flexibility without a mass duplicator! This is not a defense of Network faults, but a statement of facts. The present package system is but a stop gap measure which offers the greatest flexibility under present circumstances. It was never envisioned as the final method of distribution. This final method has been spelled out repeatedly. Criticism should be directed toward this method, not the package method--it's a waste of time to kill a dying man!

Now to John's numbered paragraphs--

1. I am in general agreement as to the importance of the Network and its relation to NAEB. It is one of the principal things the Association has to offer, but I think we can get so close to the importance of the Network that we will not see that the NAEB can and must offer



other very important services: audience surveys, up dating station staff personnel, clearing house functions in various fields, and, finally, and I think this is important, the Headquarters function (more on this later under item 10). The Network is but a service of NAEB.

2. The idea of offering one year free network service to new member stations is excellent. After all, the old stations have had the equivalent of one year's free Network service.

The matter of NAEB membership carrying with it a sliding scale of free programs must be balanced against two facts: (a) The NAEB must assume the full load of Network operation within five years and an increasing load each succeeding year before the full load. This, the NAEB obligated itself to when it accepted the Kellogg Grant. If the sliding scale will allow the acceptance of the terms of the Grant then it deserves consideration. (b) But now we come to the matter of large station carrying the small station de facto--and they have to live with their administrators 12 months a year too. It's a matter of each station carrying its own share of the burden, if the ability to carry is small then the share must be small. None of us is so rich that he can afford to carry someone else share of the burden.

NAEB membership must offer other services to justify membership--so I think we had better examine the sliding scale with great care and in the light of the above facts.

3, 4, and 5. We have a similar trouble in programming Network shows as to local needs. But let's face it: no national network can ever meet a strictly local program need! And if you'll tell me what a "grass-roots" TYPE of program is I'll buy it. But lets assume you've found a "grass-roots" TYPE, John; it is per se and by definition a mid western "grass-roots" TYPE, not southern, and certainly not a New York TYPE. I think the Network is going "grass-roots" in that it is now dis-

tributing more programs of nearly universal appeal from local NAEB stations (that is non-New York and foreign), viz, Polio series, Aging Successfully, Station 60, Masterworks Story (WCAL), Bach Memorial Concerts (WHA), etc, etc.

The Network is seeking programs constantly, and, in talking with Jim and Dick, I never hear them say they had been overcome with program offerings from member stations. If we want "grass-roots" programs it seems to me that the "grass-roots" stations had better bear some responsibility in offering programs. This, of course, doesn't relieve Headquarters or the Network of the responsibility to beat the bushes for programs.

6. Agreement--the value of the Tape Network is that stations can broadcast when program would be of maximum value in local situation, but cost and work of a delayed broadcast should be up to individual station, because in getting away from simultaneity we are likely to go too far in opposite direction, which kills much of timeliness value of radio. I'm dead set against any fixed catalogue--library type or operation because of its two great dangers: (a) it violates a fundamental characteristic of the medium of flexibility, timeliness--it just isn't RADIO. (b) the costs go up as the "mass" handling of programs goes down--also, the library is soon full of deadwood. How are changes for such service going to be made, and how figure the income to meet our increasing Kellogg obligations? As for the availability of past series the Network keeps copies that could be duplicated to meet a small demand of this type.

7. No comment.

8. Agreement.

9. The answer here is NO! if you mean what I think you do.

Several small regional operations will end up costing more than one



national Headquarters Net operation. This is what Headquarters and Net are for--to centralize and save. As for WABE, we want none of this--we've "already had some."

10. I'm not against more emphasis on regions, but I'm for a strong Headquarters manned by someone devoting his full time to the job--which is more than any regional director--overloaded already with his local operations--can hope to do. The regional director can do more than most of us do--but it usually means working on our own time or snitching it from station time. If we're going to be practical we'll have to admit that fact first of all. Let's not forget that it's The NATIONAL Association of Educational Broadcasters.

This item you're reading comes out of WABE Time.

In conclusion, John, thanks--your effort has not been wasted!

TO : Seymour Siegel

DATE : January 3, 1952

FROM : John W. Dunn, WNAD, Univ. of Okla.

SUBJECT : NAEB Tape Network & NAEB

---

On several occasions of late, I have voiced opinions and suggestions regarding our NAEB Tape Network. Both Jim and Dick have met these opinions and suggestions with answers which perhaps in their judgment were valid but not entirely satisfactory to us.

To begin with, I think it should be emphasized over and over again that the NAEB Tape Network belongs to no one individual or group of individuals, but the ENTIRE association; that it should not be run for the satisfaction of any one individual or group of individuals, but it must be operated for the benefit of the association as a WHOLE and according to the wishes of the majority.

1. I am not so sure but what the NAEB Tape Network is tied directly to and actually centers in this thing which we call THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS. Certainly, all of us can recall in those days before the actual vitalization of the network how we felt regarding this project of the future-- that it would be THE thing which would save NAEB from going under and that it would be the heart of NAEB operations. There was, at that time, a feeling that NAEB had very little to offer member stations scattered all over the nation in the way of material assistance. We took their money in the form of dues and let it go at that. The tape network was the best answer to this pressing problem. In my estimation it has certainly been one of the greatest factors in preserving NAEB and pushing it ahead. And to look at the whole thing realistically, it still is one of the principal things the association has to offer member stations.
2. Furthermore, I am not so sure that we can always divorce membership in NAEB from participation in the NAEB Network. Most certainly, active membership in the association is required for service from the network, and I do think it is the best LURE we can offer educational radio stations to become members of NAEB.

You will recall that I have made several suggestions along this line:

- (1) That we offer FREE network service for one year to NEW stations joining NAEB. With not too many new possibilities, such a move couldn't hurt us financially. This offer would certainly introduce them to the advantages of the network AND would make them feel that we are vitally interested in them. Most of the new stations will have a hard enough time as it is-- starting off on limited budgets and facing operational difficulties. Our help in PROGRAMMING would be REAL help.
- (2) That membership in NAEB would automatically carry with it a number of FREE hours of NAEB Tape Network service on a SLIDING scale. For the larger stations there would be fewer hours than for the smaller ones. Many of us would find that membership dues in NAEB--small as they may seem to some-- would be justified in the eyes of administrators with whom we have to live 12 months out of the year.

3. We are under the impression that we are being asked to gear our operations to the network without the network finding out how we operate. Now I know it's true that the network can't satisfy everybody. But surely there must be a common basis of approach to the solution of our problem. To begin with, I don't recall that there has ever been even a simple study made as to just how member stations do program--program periods, length of program periods, etc. Furthermore, there is a wide difference between the small operation which is on the air only 20 to 30 hours a week (and which depends on the network for probably 50% of their programs as is the case with the University of Tennessee, WUOT-FM) and the stations which program and broadcast 60 to 100 hours a week. Certainly, we here at WNAD are not going to abandon a scheme of programming which has built a tremendous listening audience for us over a period of years (and I can hear voices shouting now, "we don't expect you to do so").
4. Let me illustrate what I have been saying: we program three times a year with each program period lasting four months and roughly paralleling the semesters of the academic year. We've found we had to do this in order to accommodate our talent. We have seen no reason why we should be bound to the old traditional 13 week idea of commercial radio. Then, too, each program period sees some 20 to 30 NEW and CHALLENGING series offered to our listeners. They like it!

Furthermore, we PLAN our programs for each period some three months ahead of the actual starting date of that period. This enables our talent to organize their program and be ready when the time comes to work with us. They are all busy people and our thoughtful attitude has really paid off with faculty and staff cooperation. Then, too, we program tightly, leaving few or no gaps with the exception of several quarter hours which may be used for emergencies or spot programs.

Now, after this has been done and we're all set for a program period....along comes the NAEB Tape Network with an offer of a wide array of program series for which we have no room on our schedule at all. This means that we must either dub them for future use (tying up hundreds of tapes) or ship them on to the next station in the leg.

It seems to us that we should know FAR ENOUGH ahead of time what programs will be available so that we can program accordingly. We simply can't throw out a local series which we have worked long and hard to get to accommodate the NAEB Network. Our responsibility is FIRST to the local groups; second to the network.

We are planning NOW for our in-school broadcasts for the school year of 1952-53. In this we work very closely with the State Department of Education. If the NAEB Tape Network should offer the finest in-school programs in the world AFTER we have set up our programming for the entire year of 1952-53, we simply would have to pass them by.

5. Next, there has been no real effort made to find out what the "grass roots" need in TYPES of programs. It appears that programming of the network too often has been a catch-as-catch-can affair. We have the feeling that things are offered us that we do not need and that do not fit in so easily with program plans. In other words, network programming has been from the top rather than the bottom.



Music programs should be really distinctive--things which are not available on records or ET's. We need more short dramatic shows (such as Cavalcade of America). BBC offerings are fine, but they are so terribly long that all but the most enthusiastic "draymuhtist" get a wee bit tired. We would like to see more programs dealing with literature in all of its various aspects and science programs that are off the beaten track. Next to good music, we have found these have tremendous appeal. Discussion programs are fine. We've found rural and small town audiences eat 'em up. But for goodness sake, keep them within half-hour limits. Chicago Roundtable and London Forum do a bang-up good job in half-hour limits.

Personally, I think we need more SHORT programs--quarter hour especially. Whether we like it or not, people--our listeners, bless them--have been brought up on short quarter stations programs for daytime listening. That's one of the reasons why soap operas, etc., have such an appeal to the daytime listeners. Since so many of us are daytime operations, we're faced with the problem of programming for daytime listening when people for the most part are busy. A good deal of our success as an educational station has been due to the use of short program forms. Our network has improved greatly in this respect these last several months but we need to do more.

6. While I know it sounds good to say that a program is being broadcast simultaneously by umpteen NAEB stations, I'm not so hepped on that idea. To do so may satisfy someone's ego but actually the listener in Bowlegs, Oklahoma, doesn't give a whoop whether or not he hears it at the same time it's being done in Pullman, Washington. And to expect member stations to always hew the line is again being no better than our commercial networks (and even they are getting away from the idea). Certainly, I think it should be left to the judgment of the member stations as to when and how they can best air network programs--something which our package idea doesn't allow.

Again, I propose that master copies of programs which are not dated, be kept at Tape Network headquarters for a limited period of time--say six months or one year. Periodically, a mimeographed catalog of these program offerings might be made available to member stations. Then those of us who've had to pass up a program series might pick it up for use.

7. We here at WNAD are NOT afraid of controversial issues provided they are handled in the RIGHT way. Just because we do not offer facilities to political candidates is no criterion to judge by. We pass up the politicians because here in Oklahoma politics is a rough and tumble game and our judgment simply dictates we should leave it alone. As a matter of fact, we have handled some of the hottest local issues with very good results.
8. I agree with Si that we should cooperate with governmental agencies when those agencies have a message for the people of the United States that's worthwhile. All of us have been doing it and I see no reason why we should suddenly assume a holy attitude about the matter. Certainly government agency offerings should not conflict with basic program policies of the station (I'm thinking here of OPS which sometimes uses hillbilly programs as vehicles for their messages).
9. With a little financial assistance, regional headquarters would be in a position to dub programs and dispatch to members with that region more cheaply and quickly than otherwise. I agree that something should be done in this respect.

10. Finally, I look with deep concern on the growing tendency of our association to be top-heavy.

Some years ago, when I made recommendations for dividing the country into regions with regional headquarters to be set up in each region, I had in mind that regional organization would really amount to something. Actually, our regional set-ups are nothing more than a farce.

Regional directors should be, and I believe in most cases are, in a better position to know more about educational broadcasting in their part of the country than Si in New York or Jim in Urbana. Actually, the President of NAEB should be the guide, pointing the way; the Executive Director should be the coordinator and the President's right-hand man. The Regional Directors of the organization should be the wheel horses pulling the load, each in his own region. In my opinion, if NAEB is to grow strong with each local educational station and each region maintaining its own stamp of identity, it must start with STRONG REGIONAL ORGANIZATIONS.

While I'm for Jim getting out over the country, still I think we must be realistic about the whole matter. More good would come from allowing funds for regional directors to make junkets over their region.

I'm for REGIONAL CONFERENCES, preferably in the spring of the year. These conferences might be two-day affairs where educational radio people might get together and let their hair down. PRACTICAL would be the keynote of these get-togethers. I noticed at Biloxi, Region V had only four out of ten active members represented and no associate members. I believe other regions were worse off than we were. By keeping in close contact with regional members, I know that regional directors can really pour a wealth of information into the President's and Executive Director's offices that will mean something.

Furthermore, I think the National Headquarters and the President's Office should utilize regional offices more in association business. In short, let's VITALIZE the regional set-up and make it count for something. Let's get our feet on the ground and our head out of the clouds! Let's climb down out of our nice pink ivory towers and get our ears to the ground! Let's bypass the lures of the academic and the glib talking idealists!

We're BROADCASTERS first, last and always, filling a decided need in the American scene. Let's run NAEB on a hard-headed, practical, businesslike basis!

NAEB TAPE NETWORK

February 18, 1952

TO: NAEB BOARD OF DIRECTORS  
TAPE NETWORK ACCEPTANCE COMMITTEE  
IN-SCHOOL PROGRAM COMMITTEE  
MEMBER STATIONS

SUBJECT: Summary of proceedings and recommendations of the NAEB Tape Network Committee and the In-School Program Committee, as approved by the Executive Committee of the Board of Directors

The committees met jointly on February 7, 8, and 9 in Memorial Union of Purdue University, Lafayette, Indiana. Meetings were held the afternoon and evening of February 7, morning, afternoon, and evening of February 8, and the morning of February 9.

Present at the meetings were:

Tape Network Acceptance Committee: Burton Paulu, Chairman, KUOM; Bernard Buck, WNYG; Northrop Dawson, Jr., KUOM; Homer Salley, WFPL; Ray J. Stanley, Jr., WHA.

In-School Program Committee: Alvin Gaines, Chairman, WABE; Marguerite Fleming, KSLH; M. McCabe Day, WVSH; John Henderson, WBAA; James MacAndrew, WNYE.

From NAEB Headquarters: James Miles, Executive Director; Richard Rider, Network Manager

The principle findings and recommendations are included in the following attached materials:

Statement of Purpose of NAEB Tape Network (jointly compiled)  
Statement of Program Acceptance Standards (jointly compiled)  
Additional In-School Standards (addendum to above by In-School Committee)  
Recommendations of In-School Committee on Distribution of In-School Programs  
Recommendations for Program Selection Procedures (both committees)  
Miscellaneous Recommendations

## STATEMENT OF PURPOSE OF NAEB TAPE NETWORK

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities, and public service agencies. It provides for the interchange of the best programs of its member stations, and procures and distributes programs from other sources.

The NAEB Tape Network Acceptance Committee and the In-School Program Committee have drawn up the following statement of purposes and objectives of the Network. Subject to such directives as the Board of Directors may lay down, and in accordance with whatever conditions may be imposed by the originating sources, copyright holders, or unions involved, the Tape Network shall provide for:<sup>1/</sup>

1. The interchange among member stations of programs they themselves produce. This is done to provide a wider range of program material, to stimulate the upgrading of local program standards, and to encourage the production of broadcasts in needed subject areas. Programs thus circulated will include:
  - a. Outstanding programs in all subject areas.
  - b. Programs from member stations utilizing special local resources or staff skills.
  - c. Special events recorded by the station to which the events are most accessible geographically.
2. The distribution to members of programs produced under NAEB auspices for Tape Network use.
3. The distribution to members of programs from non-NAEB sources.

In addition the Tape Network may distribute educational programs to non-member stations, both commercial and non-commercial, and make available such programs for non-broadcast use.

<sup>1/</sup> Last sentence added by Executive Committee.



## STATEMENT OF PROGRAM ACCEPTANCE STANDARDS

The following statement is intended as a guide in the selection of programs for use by the Tape Network. Obviously few programs can meet all the standards listed below; some programs excellently suited for the Tape Network may meet only a few of them.

The Network as now constituted is to a large extent an outgrowth of the first Allerton House Radio Seminar of 1949; therefore, it is fitting that the committees should accept the basic educational programming principles determined at that meeting. As phrased by Robert B. Hudson, "The Allerton seminar asserted that the aims of educational broadcasting are the broad aims of education:

"...education in a democracy has the responsibility of lifting the level of understanding and appreciation of the people, of giving the individual a knowledge of himself and his society, and of the tensions and perplexities in each;

"...in a free society it is essential that the individual have a continuing sense of belonging and participating, of keeping up with a complex and fast-moving world;

"...it is the responsibility of education to foster and further that feeling of belonging and counting."<sup>1/</sup>

The committees further agree that programs chosen for the Tape Network should meet certain minimum standards as to: (1) network suitability; (2) engineering standards; (3) audience appeal; (4) subject matter; and (5) presentation.

1. Network Suitability. The programs distributed should be of widespread interest and should be selected to supplement the program resources of individual stations.
2. Engineering Standards. The engineering standards of the programs distributed shall conform to the standards drawn up by the NAEB Tape Network Engineering Advisory Committee.
3. Audience Appeal. The programs should attract and hold their intended audiences.
4. Subject Matter. The programs - again in Hudson's words - should be "distinguished by...high concern for integrity in the selection... of materials, and by...consistent dedication to social purpose." Subject matter chosen should have the effect of:

"(1) informing,

"(2) stimulating the individual to organize and give meaning to information,

<sup>1/</sup> Robert B. Hudson, "Allerton House 1949, 1950", Hollywood Quarterly, Vol. V, No. 3, p. 239.

- "(3) contributing to the understandings that make for better human relations and adjustment,
- "(4) broadening participation in the culture of our society,
- "(5) acting as an outlet for the varied expressions of the community which the station serves, and acting as a force within the community to help it solve its problems, and
- "(6) leading the way, by experiment, towards new forms and activities of broadcasting."

In choosing subject matter it should also be recognized "that people cannot come to like what they have never experienced," for which reason we "must provide a variety of experience which permits and encourages the development of tastes and interests."<sup>2/</sup>

5. Presentation. Programs should meet high standards of presentation in writing, performance and direction.

a. Writing:

- - should be well organized,
- - should be stimulating and challenging,
- - should fulfill the requirements of an effective oral style (simplicity, clarity, brevity),
- - should be free of superficiality, self-consciousness, and stereotyped situations and characterizations,
- - should be suitable in style to subject matter and intended audience.

b. Performance:

- - should be understandable and intelligible, with suitable speech patterns,
- - should be, in the case of dramatic and documentary material, plausible and consistent,
- - should be free of stereotyped characterizations,
- - should maintain a high level of performance skills.

c. Direction:

- - should reflect a mature, intelligent grasp of the objectives of the program,
- - should demonstrate an effective command of the principles of timing, pace, perspective, and effective integration of music and sound effects.

ADDITIONAL STANDARDS FOR  
IN-SCHOOL PROGRAMS

The In-School Program Committee recommends the following additional standards for evaluating school programs. Such programs should:

1. Enrich instruction in a given subject area,
2. Be geared for fairly specific school levels,
3. Stress simplicity in both writing and presentation,
4. Be paced for group listening,
5. Utilize vocabulary on an acceptable level,
6. Be accompanied by all available teacher material.

RECOMMENDATIONS OF IN-SCHOOL PROGRAM COMMITTEE ON CHARGES FOR  
AND DISTRIBUTION OF IN-SCHOOL PROGRAMS BY NETWORK

1. COSTS

The In-School Program Committee recommends that:

- a. School programs be offered to member stations in the form of semi-annual packages.
- b. The network offering of a certain number of packages during the year include the two school packages. Any subscribing station may elect to include the in-school offerings in lieu of a comparable number of non-school programs for the basic annual service assessment fee.
- c. If a subscribing station elects to take the in-school offerings in addition to the full amount of non-school offerings, there will be levied an additional assessment fee, the amount to be determined by the Executive Committee.

ADDENDUM:

On the present basis, eight packages per year will be considered a year's service paid for by the regular assessment fee. Adding the two school packages will make a total of ten. Each station is entitled to eight packages per year. If all ten are desired, it seems warranted to add a fee equal to one fourth of the annual assessment.

This method will require modifications when individual distribution is possible, but some similar basis can undoubtedly be arranged.

2. DISTRIBUTION

The In-School Program Committee recommends that:

- a. The present package-lag method of distribution be used for school programs.
- b. Each SHIPMENT of school programs contain one complete term series (14 programs).
- c. Teacher aid materials be sent directly to the member station as soon as that station indicates its choice of the series.
- d. It be made clear that this method of distribution is strictly temporary, pending future operational and equipment developments at Headquarters. Moreover, that the stations be informed that this is a temporary distribution method.

RECOMMENDATIONS OF THE NAEB NETWORK ACCEPTANCE COMMITTEE AND THE IN-SCHOOL  
PROGRAM COMMITTEE ON SPECIFIC METHODS OF IMPLEMENTING BASIC RECOMMENDATIONS  
ON PURPOSES AND PROGRAM ACCEPTANCE STANDARDS

1. Methods of determining programming needs.

- a. Polling of member stations. (Recommended that this be done.)
- b. Recommendations of committee members.
- c. Securing the recommendations of subject matter experts.
- d. Recommendations of NAEB officers and headquarters staff.

2. Specific methods of selecting programs for network offering.

a. General programs.

- (1) The NAEB Network Acceptance Committee will meet at the call of the chairman in consultation with the headquarters staff. The headquarters office can request a meeting of the committee. Apart from such meetings as may be called the committee will continue to be a consultative body for the headquarters staff.
- (2) Network headquarters will compose offering schedules in accord with the following:
  - (a) Headquarters will normally select the programs to be distributed.
  - (b) It will refer to the members of the committee all programs of a doubtful nature, or which involve points of network policy, or for which it desires the weight of committee support for its decisions.
  - (c) It will inform the committee members in advance what programs it intends to offer.
  - (d) Committee members reserve the right to request an opportunity to audition any program.
  - (e) Committee members will continue to make whatever recommendations they desire to the network staff.
  - (f) Network headquarters will endeavor to make arrangements which will enable it to offer the bulk of network programs at least three months in advance. This is not intended to exclude such programs as must be handled on a more immediate basis.

b. In-School programs.

- (1) It is the recommendation of the in-school committee that it meet semi-annually. These meetings to take place the two days preceding the Ohio State Institute and the two days preceding the annual NAEB Convention.
- (2) All in-school programs will be selected by the in-school committee at the meetings delineated in (1).



- (3) Between meetings of the in-school committees, school programs will be given a preliminary screening, so that the remaining programs can be given a careful evaluation at the meeting.
3. Specific program recommendations. (These suggested needed areas of programming are listed in the order given, and do not imply any kind of priority.)
- a. Social Sciences--areas such as mental health, child development, family relations, etc.
  - b. International understanding. To include background material on crucial geographical areas of the world.
  - c. Artistic and cultural programs of uniqueness and high quality.
  - d. Historical perspective on current world affairs. Interpretation of current affairs in the light of historical parallels.
  - e. School programs--more programs designed for elementary grades. Less emphasis on programs in area of social studies.
  - f. School--natural sciences and nature study.
  - g. School--rhythmics. (BEC program, MUSIC AND MOVEMENT, with Ann Driver suggested as excellent prototype. It was suggested that we check with BBC on whether this program might be made available.
  - h. Commonly useful areas of assorted information. Programs designed for the lay-listener in legal problems, house buying and building, budget for a family, and similar areas.
  - i. School--physical sciences for high school level.
  - j. National problems. More detailed elaboration of these and international problems.
  - k. Folk music.
  - l. Music. Confined to unique programs not available from usual recording sources.
  - m. Dramatized history. (Such as YOU ARE THERE.)
  - n. Make greater use of one shot, or non-series programs. It was felt that a considerable number of programs not part of organized series could be utilized by the stations.
  - o. General health programs.
  - p. School--development of social attitudes at upper elementary level.

RECOMMENDATION OF PROGRAM ACCEPTANCE COMMITTEE ON  
AUDITIONING OF PROGRAMS BY NETWORK HEADQUARTERS

The NAEB Program Acceptance Committee recommends that:

1. Before a series is accepted by network headquarters, as wide a sample of individual programs as possible should be carefully auditioned. The above is not intended to preclude the offering of occasional timely series without previous auditioning.
2. Every effort should be made to carefully audition all individual programs before they are distributed to member stations. Such auditions will be conducted by a responsible person.
3. Based on the auditions indicated in 2, the Network Manager will:
  - a. Withdraw any undesirable programs.
  - b. Notify stations well in advance of any material that may raise questions of taste, obscenity, ethics, and similar problems.
  - c. Notify stations in all cases where individual programs have not been so screened.
4. Network headquarters will solicit, secure, and distribute available scripts and other descriptive materials about series and individual programs. This should include all materials useful in the promotion of NAEB programs.
5. The above measures will apply within the limits of time and personnel.
6. None of the above is designed to relieve station managers of any responsibility. The network cannot guarantee that all programs will conform to individual station policy or to the strictest rules and regulations in all cases. Both legally and morally the broadcast licensee assumes full responsibility for everything broadcast by its transmitter. This is intended to be assurance that network headquarters will do all it can to make the editing job as easy as possible.



# MISCELLANEOUS CONCLUSIONS AND RECOMMENDATIONS

1. General purpose of network. The network should devote its major effort to the distribution of well-planned and executed programs of significant educational and cultural purpose. It should offer a distinctive service of substantive programs having relatively long-term value.

This does not exclude programs of a timely nature, which require special handling, but such programs should, in view of present facilities, constitute a minor portion of the service.

2. "Propaganda" programs. A lengthy discussion was held on the inherent "propaganda" nature of programs originated by governmental agencies, foreign governments, and similar organizations. It was felt that no general policy of excluding such programs could be justified. Rather, each series should be judged on its individual merits.

The committees do not object to programs originated by governmental agencies, international organizations, and foreign governments. It does feel that the network should not be used for indiscriminate promotion of such organizations. Series originated by such organizations should be judged on the same basis as other programs.

3. Salley recommended that networks and other organizations producing programs be approached regarding the release to the tape network of such outstanding series in their archives as, CBC's YOU ARE THERE, and NBC's dramatizations of great novels.

4. Music programs. The committees generally agreed that music offerings by the network should consist of programs of a distinctly unique character. The network should not waste its time, money, and facilities distributing music performed by artists and consisting of compositions normally available on commercial transcriptions, or recordings.

There is some doubt as to the desirability of distributing more or less traditional music performed by the best college and university groups. This would bear further examination. In fact, some study needs to be made before a final policy on musical programs can be delineated.

5. The in-school committee recommended that a questionnaire study be conducted to determine deadlines, and scheduling problems for in-school programs.

6. The Network Acceptance Committee recommended that network headquarters issue a memorandum on the following:

- a. Dubbing of network programs for re-use.
- b. Dubbing of network programs for non-broadcast use.
- c. Policy against supplying non-member stations with network programs.
- d. Policy against use of network programs by campus wired-wireless stations.

It further recommended that such information as is applicable be obtained from the originating source and distributed to the member stations.

7. Both committees spent some time auditioning programs.

With the in-school committee this resulted in the selection of three of the desired four programs to be included in the first school package. The fourth program is to be selected at the earliest possible date by mailing audition copies to committee members.

For the Network Acceptance Committee the group auditioning proved to be an excellent opportunity to apply the general standards which had been established. This was of considerable value to committee members and to the headquarters staff. Such occasions enable the committee members and the network staff to reach a higher degree of understanding on scheduling programs on the network.

8. There was general agreement that the package method of distribution was not satisfactory, but that it should be continued as the most workable method pending the installation of a mass duplicator.

TO: MEMBERS OF THE IN-SCHOOL COMMITTEE.

Dear Miss F. and Gentlemen:

Assume that the attached memorandum is self-explanatory and satisfactory. If you have any suggestions on further communications, or actions that should be done, prior to the Columbus meeting let me know and we will do our best.

May I be so bold as to suggest that you, the committee, not depend entirely on this notice. You know the school stations and the people involved far better than I, so if you think of someone who might have some good series available why not do a little personal prodding by mail? Our experience thus far indicates much enthusiasm for these ideas, especially at meetings, but when people get back to the daily grind of the job they gradually lose this enthusiasm. I think it is only natural that this should be the case, but--we still want some cracking good school programs. Perhaps a prod here and there from committee members individually would do far more good than a general dittosed memo. It is possible, also, that if we get enough programs submitted you can begin to think about next year as well as the current need.

In any event we stand ready to do all we can. Let us have all suggestions.

Warmest regards,

Dick Rider

NAEB TAPE NETWORK

March 11, 1952

MEMORANDUM:

TO: : ALL NAEB STATIONS AND MEMBERS OF IN-SCHOOL PROGRAM COMMITTEE

FROM : DICK RIDER

RE : : : : : IN-SCHOOL PROGRAMS FOR POSSIBLE NETWORK USE.

Having now begun--at long last--the distribution of in-school programs, it is necessary to conduct an intensive search for outstanding series to be used as future offerings. Our immediate concern is for programs to be used during the second semester of the 1952-53 school year. These programs are to be selected by the in-school committee at their meeting which coincides with the Institute For Education by Radio-Television in Columbus. The plan is to have these programs distributed before the close of the current school year. It is also planned to maintain an NAEB audition room at the Institute --so there is a double incentive to have as many programs as possible for all interested to hear while in Columbus.

THEREFORE-- I strongly urge you to consider all of your in-school program series for offering to the network. In this regard I call your attention to the report issued by the Network Acceptance Committee and the In-School Program Committee which most of you have received, and which is also reproduced in the current NEWS-LETTER. I particularly invite attention to the list of suggested areas, a copy of which page is attached for your convenience.

The following are the major procedural points:

1. Send all possible series to network headquarters. We will catalogue them and have them all ready for the committee to audition.
2. The committee prefers to have available a whole series, which has been standardized at 14 programs. (Exceptions can be made, of course.) If this isn't possible, send a good representative sample of programs--this would mean more than the best single show in a series!
3. Send at least one copy of the appropriate teacher's manual or other supplementary material.
4. These are for audition purposes only. Individual arrangements will be made for those series to be used. You will get back soon after the Columbus meeting all tapes which you send in.
5. Time is short--so, please consider this problem soon, and get your tapes off to us at the earliest possible date.



In the event that one of your series is selected for distribution, you will be asked to do the following:

1. Supply headquarters with master tapes for the entire series. We much prefer original recordings. We can take them off discs if necessary.

(In either stage indicated above there is no objection at all to having two fifteen minute programs on a 7" reel of tape.)

2. Supply one copy of supplementary material for each station using the series.

3. Agree to permit NABE Tape Network stations to use the series within whatever restrictions you care to impose.

If you have any suggestions or comments about our in-school program operation, please communicate these ideas to a member of the committee so that they can be considered at the next meeting. The committee is:

Alvin Gaines, WABE, Atlanta, Georgia (Chairman)  
Marguerite Fleming, KSLH, St. Louis, Mo.  
John Henderson, WBAA, Purdue University, Lafayette, Ind.  
James Macandrew, WNYE, New York, New York  
MacCabe Day, WVSH, Huntington, Ind.  
William Levenson, WBOE, Cleveland, O.

We are negotiating with several outside sources for in-school programs. Until these begin to materialize we are 100% dependent on member stations for our program offerings. The committee is most anxious to select really outstanding series. This means that they need a wide field from which to choose.

WHAT DO YOU HAVE? SEND THEM ALONG!!!! SOON, PLEASE!!!

Best regards,

Dick Rider

3. Specific program recommendations. (These suggested needed areas of programming are listed in the order given, and do not imply any kind of priority.)

- ( 1) Social sciences--areas such as mental health, child development, family relations, etc.
- ( 2) International understanding. To include background material on crucial geographical areas of the world.
- ( 3) Artistic and cultural programs of uniqueness and high quality.
- ( 4) Historical perspective on current world affairs. Interpretation of current affairs in the light of historical parallels.
- ( 5) School programs--more programs designed for elementary grades. Less emphasis on programs in area of social studies.
- ( 6) School--natural sciences and nature study.
- ( 7) School--rhythmics. (BBC program, MUSIC AND MOVEMENT, with Ann Driver suggested as excellent prototype. It was suggested that we check with BBC on whether this program might be made available.
- ( 8) Commonly useful areas of assorted information. Programs designed for the lay-listener in legal problems, house buying and building, budget for a family, and similar areas.
- ( 9) School--physical sciences for High School level.
- (10) National problems. More detailed elaboration of these and international problems.
- (11) Folk music.
- (12) Music. Confined to unique programs not available from usual recording sources.
- (13) Dramatized history. (Such as YOU ARE THERE.)
- (14) Make greater use of one-shot, or non-series programs. It was felt that a considerable number of programs not part of organized series could be utilized by the stations.
- (15) General health programs.
- (16) School--development of social attitudes at upper elementary level.

NAEB TAPE NETWORK

March 11, 1952

MEMORANDUM

TO: ALL NAEB STATIONS

FROM: Dick Rider

RE::: Submitting programs for network use.

The time has come to remind you once again that we are on the trail of programs. We should like to announce the summer schedule as soon as possible. We are also thinking about the first offerings for next fall. Thus, we need some programs to think about.

In this regard I invite your attention to the report of the two program committees issued following the Purdue meeting, which most of you have received and which is reproduced in the current NEWS-LETTER. Especially consider the suggested list of program needs, a copy of which is attached.

Please consider your program schedule and see if you have anything that will meet the network's needs. If you see a possibility let us know about it. In submitting a program send us a brief prospectus on the series which covers talent, purpose, format, etc. and a list of the individual programs. Of course, send along a few sample programs.

We have not yet published our document on technical standards, however there are certain basic points which should be mentioned in the event that one of your series is used. We require original recordings wherever possible to use as our masters. We hope that as time goes by more of you will make these originals at 15 ips, especially for musical programs. At the moment, however 7 $\frac{1}{2}$  is satisfactory. We prefer that the station originating a program send us a complete show, including opening and closing credits, all continuity, etc. If this isn't practical, we can finish them here. In no case do you lose any tapes on this deal. Any that you send in are returned to you. If we know ahead of time we can supply you tapes on which to record our masters.

If some of you who have submitted programs are wondering what has happened to them let me say that you will hear from us shortly. Sometimes it is a slow process, for us to listen to them here, some of them go to the program committee, sometimes we wait to see what develops for the next offering, etc. However, we do consider them all, and eventually I will write to you and you will even get your tapes back! In any cases where speed is essential, we can arrange to do it in a hurry.



May I remind you that for the most part the network lives on your blood.  
So, check carefully and see if you haven't a series or two that will interest  
other stations. Send them in-----we need 'em.

Best regards,

Dick Rider

February 13, 1952

To: Members of the NAEB Board of Directors  
Tape Network Committee  
In-School Broadcast Committee

From: Burton Paulu

Subject: Summary of Meeting of Tape Network and In-School Broadcast  
Committees, Lafayette, February 7, 8 and 9, 1952

Attached is a summary of the high points of our meeting,  
together with a revised copy of the Statement of Purpose and outline  
of Program Acceptance Standards which we drew up.

Present at the sessions were:

From the Tape Network Program Committee: Bernard Buck, WNYC;  
Northrop Dawson, Jr., KUOM; Homer Salley, WFPL; Ray Stanley, WHA;  
Burton Paulu, KUOM (Chairman). From the In-School Program Committee:  
M. McCabe Day, WVSH; Marguerite Fleming, KSLH; John Henderson, WBAA;  
James MacAndrew, WNYE; Alvin Gaines, WABE (Chairman). Also James  
Miles, NAEB Executive Director and Richard Rider, Tape Network  
Manager.

Meetings were held the afternoon and evening of February 7, morning,  
afternoon and evening of February 8, and the morning of February 9.  
The results are covered in part by the attached materials:

Statement of Purpose of NAEB Tape Network (drawn up jointly by  
both committees)

Statement of Program Acceptance Standards (drawn up jointly by  
both committees)

Statement of In-School Standards (addendum to above by the  
In-School Committee)

Report of In-School Committee

Recommendations For Program Selection Procedures (both committees)

## STATEMENT OF PURPOSE OF NAEB TAPE NETWORK

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities, and public service agencies. It provides for the interchange of the best programs of its member stations, and procures and distributes programs from other sources.

The NAEB Tape Network Acceptance and In-School Program Committees have drawn up the following statement of the purposes and objectives of the network:

1. The interchange among member stations of programs they themselves produce. This is done to provide a wider range of program material, to stimulate the upgrading of local program standards, and to encourage the production of broadcasts in needed subject areas. Programs thus circulated will include:
  - a. Outstanding programs in all subject areas.
  - b. Programs from member stations utilizing special local resources or staff skills.
  - c. Special events recorded by the station to which the events are most accessible geographically.
2. The distribution to members of programs produced under NAEB auspices for Tape Network use.
3. The distribution to members of programs from non-NAEB sources.

In addition the Tape Network may distribute educational programs to non-member stations, both commercial and non-commercial, and make available such programs for non-broadcast use.

## STATEMENT OF PROGRAM ACCEPTANCE STANDARDS

The following statement is intended as a guide in the selection of programs for use by the Tape Network. Obviously few programs can meet all the standards listed below; some programs excellently suited for the Tape Network may meet only a few of them.

The Network as now constituted is to a large extent an outgrowth of the first Allerton House Radio Seminar of 1949; therefore it is fitting that the committees should accept the basic educational programming principles determined at that meeting. As phrased by Robert B. Hudson, "The Allerton seminar asserted that the aims of educational broadcasting are the broad aims of education:

"...education in a democracy has the responsibility of lifting the level of understanding and appreciation of the people, of giving the individual a knowledge of himself and his society, and of the tensions and perplexities in each;

"...in a free society it is essential that the individual have a continuing sense of belonging and participating, of keeping up with a complex and fast-moving world;

"...it is the responsibility of education to foster and further that feeling of belonging and counting."<sup>1/</sup>

The committees further agree that programs chosen for the Tape Network should meet certain minimum standards as to: (1) network suitability; (2) engineering standards; (3) audience appeal; (4) subject matter; and (5) presentation.

1. Network Suitability. The programs distributed should be of widespread interest and should be selected to supplement the program resources of individual stations.
2. Engineering Standards. The engineering standards of the programs distributed shall conform to the standards drawn up by the NAEB Tape Network Engineering Advisory Committee.
3. Audience Appeal. The programs should attract and hold their intended audiences.
4. Subject Matter. The programs - again in Hudson's words - should be "distinguished by...high concern for integrity in the selection...of materials, and by...consistent dedication to social purpose." Subject matter chosen should have the effect of:

"(1) informing,

"(2) stimulating the individual to organize and give meaning to information,

<sup>1/</sup> Robert B. Hudson, "Allerton House 1949, 1950", Hollywood Quarterly, Vol. V, No. 3, p. 239.



- "(3) contributing to the understandings that make for better human relations and adjustment,
- "(4) broadening participation in the culture of our society,
- "(5) acting as an outlet for the varied expressions of the community which the station serves, and acting as a force within the community to help it solve its problems, and
- "(6) leading the way, by experiment, towards new forms and activities of broadcasting."

In choosing subject matter it should also be recognized "that people cannot come to like what they have never experienced," for which reason we "must provide a variety of experience which permits and encourages the development of tastes and interests."<sup>2/</sup>

5. Presentation. Programs should meet high standards of presentation in writing, performance and direction.

a. Writing:

- - should be well organized,
- - should be stimulating and challenging,
- - should fulfill the requirements of an effective oral style (simplicity, clarity, brevity),
- - should be free of superficiality, self-consciousness, and stereotyped situations and characterizations,
- - should be suitable in style to subject matter and intended audience.

b. Performance:

- - should be understandable and intelligible, with suitable speech patterns,
- - should be, in the case of dramatic and documentary material, plausible and consistent,
- - should be free of stereotyped characterizations,
- - should maintain a high level of performance skills.

c. Direction:

- - should reflect a mature, intelligent grasp of the objectives of the program,
- - should demonstrate an effective command of the principles of timing, pace, perspective, and effective integration of music and sound effects.

<sup>2/</sup> Ibid., pp. 239-40.

## IN-SCHOOL STANDARDS ADDENDUM TO THE ABOVE

The In-School Program Committee drew up the following addendum relative to Network selections for in-school use, to point out that, in addition to the above standards, programs chosen for in-school broadcasting should:

1. Enrich instruction in given subject area.
2. Be geared for fairly specific school levels.
3. Stress simplicity in both writing and presentation.
4. Be paced for group listening.
5. Utilize vocabulary on acceptable level.
6. Be accompanied by all available teacher material.



## REPORT OF THE IN-SCHOOL COMMITTEE

### COST

1. It is the recommendation of the In-School Committee:
  - a. that school programs be presented to the membership in the form of two semi-annual packages.
  - b. that the network offering of a certain number of packages during the year include the two semi-annual school packages. Any subscribing station may elect to include the in-school offering in lieu of a comparable number of non-school offerings for the basic program service assessment fee the amount to be determined by the Executive Committee.

### DISTRIBUTION

1. The present package-leg method of distribution will be used, each shipment to contain one complete term-series (14 programs).
  - a. Teacher aid material will be sent directly to the member station as soon as the station signs for the series.
2. It is the recommendation of this committee that this distribution method be considered only as a temporary arrangement, pending further operational developments at headquarters.

## RECOMMENDATIONS FOR PROGRAM SELECTION PROCEDURES

Both committees agreed that areas of program need should be determined through: polling network members; recommendations from the two selection committees; suggestions from subject matter experts in the various fields involved; and ideas from the headquarters secretariat.

Suggestions made by the committee members as to areas for program selection included the following:

- Social sciences--family life, mental health, child development, community problems
- International Understanding--background programs on world trouble areas
- Backgrounding of National Events
- Significant Cultural Offerings--drama, music, art
- Nontechnical Practical Presentations of General Information in such fields as law, and medicine as applied to the average family.
- General Health
- Dramatic Recreation of Historical Events
- Outstanding One-Time Programs--talks, special events
- In-School Program Areas--nature study, physical science at the high school level, natural science, development of social attitudes

The school program committee plans to meet twice yearly in connection with the annual Columbus and NAEB conventions in order to monitor and select programs for network use. This committee is choosing its fall 1952 programs at the present meeting, and hopes to select winter 1952-53 programs at the November 1952 NAEB convention in Minneapolis. It was agreed by the headquarters staff and the school committee that all decisions as to in-school program offerings would be made by the committee, and that the headquarters would only implement the committee's decision.

The selection of non-school programs, on the other hand, will be done mostly by the headquarters staff, following the general policies laid down at this meeting in the statement of purpose and outline of program standards.

The Network Manager will keep in close contact with the committee, however, will send them advance lists of the programs he intends to circulate, and will send them sample tapes for individual monitoring if requested. He will also refer to them for guidance in matters involving difficult policy or program quality choices.

It was agreed by members of the Tape Network Acceptance Committee that the Committee should meet from time to time in the future upon call of the chairman if requests from committee members or headquarters staff made evident the need for such a meeting.

## OTHER BUSINESS TRANSACTED

It was the feeling of the entire group that the network should concentrate on programs of "timeless" rather than "immediate" interest, and that it should circulate programs only if their subject matter and quality set them apart from what most of the members could produce for themselves.

Salley recommended that networks and other program producing organizations be approached as for the release to the Tape Network of outstanding programs in their archives, such as "You Were There", and the NBC series dramatizing great novels.

A number of programs were monitored. Careful attention was given to the Federal Security Agency series being produced for Network use. After extended discussion it was decided to send the following telegram to President Seymour Siegel:

"Tape Network Committee after monitoring three FSA tapes unanimously recommends these not be offered to network reason poor audience appeal and mediocre presentation. Miles will suggest to Bernstein Monday no point FSA producing more programs for NAEB unless further consultation as to program quality leads to upgrading of output."

Rider drew up a resolution relative to headquarters pre-monitoring of all programs sent to the network; he will supply the final version of the resolution to the committee members.

Rider will also circulate to the entire network a codification of operating standards in regard to such things as the copying of programs and their use over commercial stations.

NAEB TAPE NETWORK

*1 incomplete:  
several pages  
missing.*

February 18, 1952

TO: NAEB BOARD OF DIRECTORS  
TAPE NETWORK ACCEPTANCE COMMITTEE  
IN-SCHOOL PROGRAM COMMITTEE  
MEMBER STATIONS

SUBJECT: Summary of proceedings and recommendations of the NAEB Tape Network Committee and the In-School Program Committee, as approved by the Executive Committee of the Board of Directors

The committees met jointly on February 7, 8, and 9 in Memorial Union of Purdue University, Lafayette, Indiana. Meetings were held the afternoon and evening of February 7, morning, afternoon, and evening of February 8, and the morning of February 9.

Present at the meetings were:

Tape Network Acceptance Committee: Burton Paulu, Chairman, KUOM; Bernard Buck, WNYC; Northrop Dawson, Jr., KUOM; Homer Salley, WFPL; Ray J. Stanley, Jr., WHA.

In-School Program Committee: Alvin Gaines, Chairman, WABE; Marguerite Fleming, KSLH; M. McCabe Day, WVSH; John Henderson, WBAA; James MacAndrew, WNYE.

From NAEB Headquarters: James Miles, Executive Director; Richard Rider, Network Manager

The principle findings and recommendations are included in the following attached materials:

Statement of Purpose of NAEB Tape Network (jointly compiled)  
Statement of Program Acceptance Standards (jointly compiled)  
Additional In-School Standards (addendum to above by In-School Committee)  
Recommendations of In-School Committee on Distribution of In-School Programs  
Recommendations for Program Selection Procedures (both committees)  
Miscellaneous Recommendations



## STATEMENT OF PURPOSE OF NAEB TAPE NETWORK

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities, and public service agencies. It provides for the interchange of the best programs of its member stations, and procures and distributes programs from other sources.

The NAEB Tape Network Acceptance Committee and the In-School Program Committee have drawn up the following statement of purposes and objectives of the Network. Subject to such directives as the Board of Directors may lay down, and in accordance with whatever conditions may be imposed by the originating sources, copyright holders, or unions involved, the Tape Network shall provide for:<sup>1/</sup>

1. The interchange among member stations of programs they themselves produce. This is done to provide a wider range of program material, to stimulate the upgrading of local program standards, and to encourage the production of broadcasts in needed subject areas. Programs thus circulated will include:
  - a. Outstanding programs in all subject areas.
  - b. Programs from member stations utilizing special local resources or staff skills.
  - c. Special events recorded by the station to which the events are most accessible geographically.
2. The distribution to members of programs produced under NAEB auspices for Tape Network use.
3. The distribution to members of programs from non-NAEB sources.

In addition the Tape Network may distribute educational programs to non-member stations, both commercial and non-commercial, and make available such programs for non-broadcast use.

<sup>1/</sup> Last sentence added by Executive Committee.

# STATEMENT OF PROGRAM ACCEPTANCE STANDARDS

The following statement is intended as a guide in the selection of programs for use by the Tape Network. Obviously few programs can meet all the standards listed below; some programs excellently suited for the Tape Network may meet only a few of them.

The Network as now constituted is to a large extent an outgrowth of the first Allerton House Radio Seminar of 1949; therefore, it is fitting that the committees should accept the basic educational programming principles determined at that meeting. As phrased by Robert B. Hudson, "The Allerton seminar asserted that the aims of educational broadcasting are the broad aims of education:

"...education in a democracy has the responsibility of lifting the level of understanding and appreciation of the people, of giving the individual a knowledge of himself and his society, and of the tensions and perplexities in each;

"...in a free society it is essential that the individual have a continuing sense of belonging and participating, of keeping up with a complex and fast-moving world;

"...it is the responsibility of education to foster and further that feeling of belonging and counting."<sup>1/</sup>

The committees further agree that programs chosen for the Tape Network should meet certain minimum standards as to: (1) network suitability; (2) engineering standards; (3) audience appeal; (4) subject matter; and (5) presentation.

1. Network Suitability. The programs distributed should be of wide-spread interest and should be selected to supplement the program resources of individual stations.
2. Engineering Standards. The engineering standards of the programs distributed shall conform to the standard drawn up by the NAEB Tape Network Engineering Advisory Committee.
3. Audience Appeal. The programs should attract and hold their intended audiences.
4. Subject Matter. The programs - again in Hudson's words - should be "distinguished by...high concern for integrity in the selection... of materials, and by...consistent dedication to social purpose." Subject matter chosen should have the effect of:

"(1) informing,

"(2) stimulating the individual to organize and give meaning to information,

<sup>1/</sup> Robert B. Hudson, "Allerton House 1949, 1950", Hollywood Quarterly, Vol. V, No. 3, p. 239.



- "(3) contributing to the understandings that make for better human relations and adjustment,
- "(4) broadening participation in the culture of our society,
- "(5) acting as an outlet for the varied expressions of the community which the station serves, and acting as a force within the community to help it solve its problems, and
- "(6) leading the way, by experiment, towards new forms and activities of broadcasting."

In choosing subject matter it should also be recognized "that people cannot come to like what they have never experienced," for which reason we "must provide a variety of experience which permits and encourages the development of tastes and interests."<sup>2/</sup>

5. Presentation. Programs should meet high standards of presentation in writing, performance and direction.

a. Writing:

- - should be well organized,
- - should be stimulating and challenging,
- - should fulfill the requirements of an effective oral style (simplicity, clarity, brevity),
- - should be free of superficiality, self-consciousness, and stereotyped situations and characterizations,
- - should be suitable in style to subject matter and intended audience.

b. Performance:

- - should be understandable and intelligible, with suitable speech patterns,
- - should be, in the case of dramatic and documentary material, plausible and consistent,
- - should be free of stereotyped characterizations,
- - should maintain a high level of performance skills.

c. Direction:

- - should reflect a mature, intelligent grasp of the objectives of the program,
- - should demonstrate an effective command of the principles of timing, pace, perspective, and effective integration of music and sound effects.

ADDITIONAL STANDARDS FOR  
IN-SCHOOL PROGRAMS

The In-School Program Committee recommends the following additional standards for evaluating school programs. Such programs should:

1. Enrich instruction in a given subject area,
2. Be geared for fairly specific school levels,
3. Stress simplicity in both writing and presentation,
4. Be paced for group listening,
5. Utilize vocabulary on an acceptable level,
6. Be accompanied by all available teacher material.

It further recommended that such information as is applicable be obtained from the originating source and distributed to the member stations.

7. Both committees spent some time auditioning programs.

With the in-school committee this resulted in the selection of three of the desired four programs to be included in the first school package. The fourth program is to be selected at the earliest possible date by mailing audition copies to committee members.

For the Network Acceptance Committee the group auditioning proved to be an excellent opportunity to apply the general standards which had been established. This was of considerable value to committee members and to the headquarters staff. Such occasions enable the committee members and the network staff to reach a higher degree of understanding on scheduling programs on the network.

8. There was general agreement that the package method of distribution was not satisfactory, but that it should be continued as the most workable method pending the installation of a mass duplicator.

## NAEB TAPE NETWORK

March 27, 1952

## BREAKDOWN OF

## PACKAGE #5 &amp; #6 &amp; # S-I ACCEPTANCE

Packages #5 and #6 are the regular packages bicycled on the twelve network legs. Package # S-I is the in-school program package.

Number of Stations Taking Package #5 and #6	37
Number of Stations Taking Package #5 and # S-I	9
Number of Stations Taking Only Pck. # S-I (Due to summer hiatus)	1
Number of Stations Taking All Three Packages Total	<u>14</u> 61

## STATIONS ACCEPTING ALL THREE PACKAGES

KMUW University of Wichita, Wichita, Kansas  
 KSLH Board of Education, St. Louis, Missouri  
 KWSC State College of Washington, Pullman, Washington  
 WABE Board of Education, Atlanta, Georgia  
 WBAA Purdue University, Lafayette, Indiana  
 WBGD Board of Education, Newark, New Jersey  
 WBUR Boston University, Boston, Massachusetts  
 WEPS Board of Education, Elgin, Illinois  
 WFPL Louisville Free Public Library, Louisville, Kentucky  
 WGPS Greensboro Public Schools, Greensboro, North Carolina  
 WMCR Western Michigan College, Kalamazoo, Michigan  
 WSHS Sewanhaka High School, Floral Park, New York  
 WSUI State University of Iowa, Iowa City, Iowa  
 WTHS Division of Vocational Education, Miami, Florida

June 1952

F I R S T   Y E A R  
E D U C A T I O N A L   B R O A D C A S T I N G   P R O J E C T

A Report  
from  
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
to  
W. K. KELLOGG FOUNDATION



"...history was made in educational broadcasting."

These were the words John Dunn, Director of NAEB Region V, used to describe the first regional conference in NAEB history. This conference was a long dreamed of high point of the past year for NAEB. It was finally possible this year under terms of the grant from the W. K. Kellogg Foundation.

Region V of NAEB is composed of the states of Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas, and Louisiana. This land of wide open spaces was also a land of great distances between educational broadcasters. Many of the people who found it possible to attend this conference with Foundation help had in the past literally never talked to another person engaged in educational broadcasting. Who then could better counsel these people than practical educational broadcasters? It was therefore logical that the national officers of NAEB, all practical educational broadcasters, be chosen as the consultants for this meeting.

The results will be felt for a long time. Immediately they can best be summed up by quoting two paragraphs from the report of John Dunn, who originally fathered the idea of regional divisions of NAEB and who sparkplugged this meeting.

"REGIONALLY, I believe that Region V, for the first time, has a deeper respect for and understanding of the National Association of Educational Broadcasters than even before; regional members know their national officers and are greatly impressed with their ability; regional members know each other in a truly personal way, regional members realize that others have problems sometimes greater than their own; regional members are willing to help others so far as it is in their ability in the solution of problems; regional members are truly inspired to do bigger and better things in educational broadcasting.

"NATIONALLY, I think the national officers got a real insight into the problems of small operations; they know what educational broadcasting is doing at the 'grass roots' level. We proved to ourselves that we could operate a conference in a helpful way without any so-called 'big shots'."

In the matter of regional meetings, as with everything else it attempted this past year, the educational broadcasting project was experimental. It was a shake-down year. To get a true perspective on the problems faced and solved by this activity, it is perhaps wise to turn briefly to history.

The idea of educational broadcasting was born at the same time the technical problems of broadcasting were solved. Early in the 1920's people began talking about the great potentialities for mass education via radio. Some who thought of radio as a panacea to all educational problems soon lost some of their enthusiasm when broadcasting didn't fall into the accustomed and time-tested educational patterns.

A group of the stouter-hearted individuals who realized that radio would be important in its long term aspect continued to broadcast and to talk about the present accomplishments and even greater potentialities of the new medium.

This organization of the 20's, feeling the need for a stronger association, formed and activated NAEB in 1934. During the years prior to the advent of FM, NAEB continued to serve as the focal point for the exchange of information among those interested in educational broadcasting. The end of the war and the opening of the FM band with its allocation of 20 percent of the FM channels for educational purposes -- largely at the instigation of NAEB -- meant that the possibilities for the growth of educational broadcasting were now increased many fold.

NAEB and its members rightly decided that this was the time to strengthen the organization from within. The first thing attempted was a strengthened publication. NAEB had long issued a monthly News-Letter varying from four to ten pages and containing information of and for members. This was now expanded to thirty to forty pages monthly with an attempt to secure all news bearing on educational broadcasting. From the original News-Letter circulation of less than fifty, there are now nearly four hundred News-Letters distributed each month.

Other members felt the need for group determination of educational broadcasting's "aims and responsibilities." These were spelled out during the summer of 1949 at the first Allerton Seminar on educational broadcasting. There was a subsequent seminar in 1950 which concerned itself with the problems of interpreting educational material via radio. These seminars gave form to the idea of the NAEB Tape Network, which was quickly implemented and which has continued to grow to its present position of importance.

When it appeared that education's stake in the television picture was about to be determined, the NAEB President called a special meeting with these seminar attendees as the nucleus. This meeting led to the formation of the Joint Committee on Educational Television, which has been the guiding force in securing a reservation of 242 T.V. channels for education.

It had been felt that if NAEB were to progress as speedily as the occasion seemed to demand, it would have to have immediate outside support. It was at this point that the proposal which began the Kellogg Foundation Educational Broadcasting Project was presented to the Foundation. At this same time other approaches were being made to other foundations for money in

different areas. At about the same time the Kellogg Foundation made its grant, the Fund for Adult Education made a grant for the production of several series of distinguished radio programs, and another grant for the conducting of T.V. monitoring projects. At the same time money was made available to two other areas of educational broadcasting -- The Joint Committee on Educational Television and WOI-TV, the only television station in the country owned by an educational institution.

It was readily apparent that the headquarters office of NAEB would have a large size job in merely keeping people informed of what the various NAEB members and NAEB projects were doing. This important job is being done. NAEB policy persons are today better informed about the many programs of NAEB than ever before in its history. Lines of communication and forms of procedure are being worked out rapidly.

To the NAEB member, headquarters provides that all-important service which has been sorely lacking in years past -- namely, a needed pool of information about educational broadcasting which is readily available. While the members have been calling upon headquarters for specific information for some time, it is only relatively recently that they have been provided with unsolicited helps in the fields of promotion, programming, television, and many others. Many members have expressed their appreciation for these helps, and they will be expanded in the future.

NAEB has for a long time had a number of committees. These functioned in the past mainly through correspondence. Meetings involving the stimulating face-to-face exchange of ideas were rarely possible. In recent years the NAEB Board has been the only group to meet regularly -- usually twice a year. This past year the



NAEB Board has been able to meet four times; the Executive Committee has met five times; the Adult Education Committee four times; the Tape Network In-School Program Committee twice; the Tape Network Acceptance Committee and the Tape Network Engineering Committee, once each. The headquarters office has prepared the majority of background material used at the above meetings. This has greatly expanded the possible items for consideration by the committees.

Personal visitations were realized as an integral part in strengthening individual operations. The Executive Director visited eighteen member institutions during the past year. In addition, NAEB was represented by headquarters personnel at eight meetings of other organizations.

The Kellogg Foundation has provided much more than money for this project. The advice and consultation of Mr. Hugh Masters and Mr. Robert VanDuyn has been sought and gladly given upon several occasions. Their stories of how other organizations handled similar problems have often provided the key to the solution of some of our problems. At the same time, they have made scrupulously sure the ideas eventually carried out were those of NAEB.

This has been a year of super activity on the part of those charged with the responsibility of determining the policies for educational broadcasting. It has been a year strengthened by the many new groups entering the educational broadcasting field. It has been a year made even more glowing by the unfulfilled promise of educational television. Measured by the past, this has been a year of tremendous growth. If the potentialities for the future come anywhere near true, it will eventually seem that we have

moved at a snail's pace. This has been a necessary year. Necessary steps have been taken toward our ultimate goal: sound educational broadcasting.

In summary, the educational broadcasting project this past year has meant:

(1) That the first real headquarters for educational broadcasting has been established. This means that not only do educational broadcasters have a place to turn to seek information, but that those not now directly connected with educational broadcasting know there is a centrality of thought and action in this area.

(2) That there has been a chance for educational broadcasters to get together, sharing in ideas and solving problems in face-to-face situations.

(3) That there was held the first regional meeting in the history of educational broadcasting; that the first real help has gotten to the educational broadcasters who are far from the centers of educational broadcasting and who have been unable to attend the major meetings.

(4) That the first provisions of central service have now been established so that educational broadcasters are securing the best information available on promotion, engineering, production, ideas, and management.

(5) That the tape network is now on a sound footing, able to supply eight to ten hours weekly of high quality programs to supplement and strengthen the individual station offerings.

This brings us to a discussion of the NAEB Tape Network to which we now turn.



## THE NAEB TAPE NETWORK

June, 1952

### INTRODUCTION

The NAEB Tape Network came into being in January of 1950 when the series WE HUMAN BEINGS was offered to 19 stations. In January of 1951 the headquarters of the tape network operation was moved from WNYC in New York to the University of Illinois. There it was operated under the guidance of the Division of Communications. In June of 1951 the network began operations under the grant from the Kellogg Foundation. To indicate fully the progress made by the tape network, this report summarizes its activities from the beginning in January, 1950.

### STATION PARTICIPATION AND PROGRAM DISTRIBUTION

When the network operation was moved to the University of Illinois in January of 1951, there were 41 stations participating in the service. One copy of each program was circulated among a selected number of these stations. Because of the limited facilities, it was not possible to offer all programs to all stations. At this time the average monthly production of tapes was 17 reels, and the average monthly air time was 118 hours.\*

Shortly after January, 1951, an effort was made to increase the network's output. Four "legs" or groups of stations were

---

\*Throughout this report "air time" indicates the following computation: Total running time of all programs distributed multiplied by the number of stations using the programs. Includes only regular series. Does not include extra programs or in-school programs.

established. It was intended that four copies of all programs would be made and a copy circulated on each of the four "legs". This increased the average monthly production of tapes to 53 reels, and the average monthly air time to 167 hours. This also made it possible to offer all programs to all stations. Such was the network on June 1, 1951, the starting date of the grant from the W. K. Kellogg Foundation.

The first steps taken under the grant were the purchasing of recording equipment and tape, and the hiring of additional personnel. The equipment purchased was so selected that it could serve in the duplicating process while the search for a large duplicating machine was conducted. The number of "legs" or groups of stations was increased to 8. The number of stations participating increased to 52. Four months after the start of the grant the average monthly air time increased to 1,082 hours. These figures represent a significant improvement in the service. More programs were being distributed to more stations in less time.

Within a few months the number of stations increased to 70. The annual NAEB convention was held in Biloxi, Mississippi, in November, 1951. At this meeting the NAEB Board of Directors took up the problem of levying a fee on stations using the network. It was deemed wise to put to the test the willingness of stations to support the network operation. A schedule of assessment fees was devised and the matter was put to the membership for a vote. (See Appendix "C".) The membership approved the plan. Thus, prior to the need for income from the stations to augment the annually decreasing funds from the Kellogg grant, the member stations agreed to pay a substantial annual assessment fee. The results of this

action have been highly encouraging. 8 stations felt they could not afford to continue the service on a paying basis. This left a total of 62 stations. Since then some have returned to the network, and a few new stations have joined. The present total of paying stations is 65. Three additional stations have asked for the service indicating that with the next assessment period, beginning July 1, 1952, there will be 68 paying participants in the network.

By January of 1952 the network achieved its present operational level. The average monthly tape production increased to 1,061 reels. There were now 12 "legs". Average monthly air time increased to 1,231 hours. This indicates the scope of the operation at the time of this report.

#### PROGRAMS AND THEIR UTILIZATION

The tape network has offered 73 regular series of programs plus 12 extra series or individual programs, totalling 904 individual programs. This represents 12,797 hours and 30 minutes of air time.\*

The programs have been obtained from a wide variety of sources including: member stations; the British Broadcasting Corporation; the Cooper Union; the Canadian Broadcasting Corporation; the University of Berne, Switzerland; the Federal Security Agency; the Mutual Security Agency; the Armed Forces of the United States; the United Nations; UNESCO; commercial stations and networks; private foundations; and other public service agencies. The programs have been concerned with many important subject areas and were presented in numerous formats.

The percent of stations using regular program series has

---

\* See Appendix "B "

run from a low of 20% to a high of 100% with an average percentage of use of 66%. This is an encouragingly high percentage in view of the fact that use is entirely optional on the part of the station. No effort is made to increase the usage of programs except to select programs of continually higher quality. This use of the network service has also been achieved with a distribution system that cannot guarantee a regular delivery of tapes on a sufficiently safe basis to insure complete regularity of scheduling. This bodes well for the network's future.

#### TOWARD A SOLUTION OF SOME PROBLEMS

Two important steps were taken during the past year to help solve some of the network's most pressing problems.

In January there met in Urbana a group of engineers and invited electronics specialists. This group was concerned with the technical problems of tape recording and the mass reproduction of tapes. Tape recording is such a new process that the extant technical standards are incomplete. Thus it became obvious that technical standards would have to be devised by our own members. A preliminary report was submitted. The standards are now being revised and will soon be published as a technical guide for the entire network operation.

In February there met in Lafayette, Indiana, the Tape Network Program Acceptance Committee and the In-School Programs Committee. These committees were confronted with the problem of establishing policies and evaluative criteria for programming the network. A greatly increased mutuality of thinking on the subject of programs resulted. A report of these findings was published for the information of all member stations. The In-School Programs



Committee took further action in implementing an active distribution of programs designed for classroom use in elementary and secondary schools. This distribution is now a successful reality.

#### THE OPERATION

At this writing the network is still required to operate on a "bicycle" basis. The equipment, tapes, and personnel made possible by the Kellogg grant have permitted expanding this operation to a maximum degree. However, optimum service is not possible under a "leg-bicycle" system. There are too many possibilities of shipping errors, delays in the mail, and actual losses of tapes. Experience indicates that the most effective operation is a direct two-way service wherein each station is supplied directly from headquarters with its own copies of all programs. This is possible only with a machine capable of duplicating tapes in mass volume. Such a machine is now contracted for and will be installed no later than July 1, 1952. Starting with the programs to be issued in September, 1952, each station will receive its own copy of all programs, and the network will achieve the operating efficiency toward which it has been striving.

The network has acquired approximately 5,200 reels of recording tape. This quantity has made possible the continually expanding service. Tape supply has been one of the major chronic problems. This situation has not changed. With the advent of direct headquarters-station service the need for tapes will be increased. The only alternative to an increased tape supply is a reduction in the volume of programming distributed. At this time it is anticipated that approximately 10,000 reels of tape will be needed to keep the network operating at peak efficiency.



## CONCLUSIONS

The NAEB Tape Network has achieved a position of eminence in the field of educational broadcasting. It is now enjoying a national, and even an international, reputation. It is supplying a significant program service to the vast majority of non-commercial educational stations in the United States. It is providing the residents of the major population centers with a truly alternative radio service. It is clear that this has been possible because of the grant from the Kellogg Foundation. It would not have been possible to weather the early days of the operation without this help. It is equally clear that continuing support by the using stations will be accomplished to a degree in excess of the most generous estimates.

This much has been achieved before the network reached its maximum efficiency. The full potential of this idea will not be realized until the mass duplicator is installed. The keen enthusiasm expressed by member stations has been developed while operating under a system that precludes regular, dependable, and timely service. This will be altered during the summer of 1952.

Program resources are maturing and developing at a most encouraging rate. National organizations, governmental agencies, foreign governments, international organizations, and private public service groups are now exercising the initiative in providing programs for the network. In the fall of 1952 the network will begin the distribution of programs produced under a grant from the Fund for Adult Education. This project was predicated on the existence and efficient operation of a tape network service. Plans are developing for extensive cooperative program production by member stations.

In view of all of this, it is impossible to look upon the future of the tape network with anything but enthusiastic optimism.

S E C O N D   Y E A R  
E D U C A T I O N A L   B R O A D C A S T I N G   P R O J E C T

A Proposal  
from  
NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
to  
W. K. KELLOGG FOUNDATION

## PLANS FOR 1952-53

Plans for utilization of the money outlined in the attached budget statement can again be divided into three general areas:

- (1) Network operation
- (2) Seminars, meetings, etc.
- (3) Central office functions

The NAEB Tape Network has been seriously hampered this past year by the lack of the key piece of equipment, the mass duplicator. With its arrival now seemingly only a matter of days away, we are making many plans not only to adequately use this piece of equipment but to change the operation of the network so that it can more speedily and more surely distribute the many fine programs which are available to it. The major hope is that we can dispense entirely with the system of legs and start a system of direct distribution to each member station. We are also looking forward to handling some exceptional program material, especially the Adult Education Project's series.

The arrival of the duplicator means not only a change of methods but also a change of personnel and their duties. These plans are again well under way. One new member will be added to our staff in June and another perhaps in the fall as the details of the operation are developed. The tape duplicator will also solve, we hope, another knotty problem, that of quality reproduction. The engineering group is still working on tape reproduction standards and is making progress toward the ultimate goal of top quality masters, top quality duplicates, and top quality reproduction by

the local stations.

By a financial twist the seminar portion of the operation gets off to a real start even before the fiscal year begins. At this writing, twenty-one public school broadcasters will meet in Allerton House, June 15-25. This seminar will be under the guidance of H. B. McCarty, Director, Station WHA, University of Wisconsin; I. Keith Tyler, Director, Office of Radio Education, Ohio State University; Alvin Gaines, Program Director, Station WABE, Atlanta (Georgia) Board of Education; and Jim Macandrew, Director, New York City Board of Education. It will have as consultants: Harold Hand, Professor of Education, University of Illinois; Wilbur Schramm, Dean of the Division of Communications, University of Illinois; William E. Levenson, Asst. Supt. of Schools, Cleveland, Ohio; Benjamin Bloom, Examiner's Office, University of Chicago; Martha Gable, TV Co-ordinator, Philadelphia Public Schools; and Gordon Hullfish, Professor of Education, Ohio State University. These people should solve not only some of their operational problems but should also provide a good answer to the ever asked question, "Where does broadcasting fit into the operation of a public school system?"

Plans are rapidly being completed for the television workshop at Iowa State College this summer. This is to be a cooperative venture with Iowa State College and perhaps the Joint Committee on Educational Television. It should bring together those people most actively engaged in preparing for the operation of educational television stations or production centers.

It is the plan with all seminars to make the important item the amount and kind of information the attendee can take home and apply. The Norman, Oklahoma, regional meeting was this type of



meeting. It is a pattern which will be followed in at least two other regions this year. Regions II and VI have already submitted preliminary plans for such a meeting in their area. No Board action has been taken at this time, but it is the feeling that these meetings will not be held until late fall or winter.

The NAEB Convention in Minneapolis in early November will, of course, receive much consideration from headquarters. Should it become necessary to support this convention by bringing in outstanding speakers or in other ways, the budget is flexible enough to handle it.

The NAEB Board when meeting to consider the attached budget held lengthy discussions on the portion allocated to seminars. There was a general realization that there were more jobs which needed doing this year than there was money available to do them. The Executive Director was authorized to proceed along the lines approved but to continue to explore the possibilities in other areas and, if possible, to make some concrete plans for such work. The Board then wished to reconsider and possibly petition the Kellogg Foundation for additional money for work in this area during this current fiscal year.

In the central office area, main effort will be given over to the integration and coordination of the many NAEB projects such as the TV monitoring project, the Adult Education Project, and others. It is hoped that not only can the liaison function be strengthened but that many of the projects not now operating directly from the central office will be able to gear their operations to it in a more concrete way. Of course, the normal function of the distribution of literature, of maintaining the files, of

doing as much of the secretariat work as is possible for the officers will be maintained.

Summing up the meaning of the attached budget in terms of NAEB plans for 1952-53, this means that:

(1) We will have for the first time a really effective tape network able to furnish a copy of every program direct to every station. This allows for greater flexibility and does away with the impossible situations involved in the "bicycle" method.

(2) We will hold the first seminar devoted to consideration of the role of broadcasting by the public schools.

(3) We will hold two more regional conferences. This enables us to take the most advanced knowledge on educational broadcasting directly to the small broadcasters and school systems.

(4) We will have a more effective central office in a better position to serve educational broadcasters generally and to focus and unify the exciting activities now under way.

(5) We will have the opportunity for work groups and NAEB committees to meet occasionally and restudy the problems before educational broadcasters and the proper functioning of the national organization and its programs. Certain plans for this type of study are now under way. NAEB officers will undoubtedly wish to talk to the Foundation in more detail about this later.

BUDGET FOR NAEB HEADQUARTERS AND THE NAEB TAPE NETWORK  
July 1, 1952, to June 30, 1953

OVERALL BUDGET

SALARIES AND WAGES	\$27,600.00	
SEMINARS, ETC.	17,700.00	
SUPPLIES AND EXPENSES	10,000.00	
OVERHEAD	<u>2,525.00</u>	
TOTAL		\$57,825.00

BREAKDOWNS

SALARIES AND WAGES	Rate Only		
Executive Director	\$10,000.00		
Secretary	2,900.00		
Assistant Network Manager	3,900.00		
Traffic Manager	2,900.00		
Shipping Manager	2,900.00		
Duplicator Operator	3,500.00		
Extra Labor	<u>1,500.00</u>		
TOTAL S & W		\$27,600.00	
SUPPLIES AND EXPENSES		\$10,000.00	
SEMINARS, ETC.			
Seminar	\$ 5,000.00		
Regional Meetings	4,000.00		
Executive Committee Meetings	2,000.00		
Research - internal	1,000.00		
Research - external	2,000.00		
NAEB Committees	1,500.00		
Office travel	<u>2,200.00</u>		
TOTAL SEMINARS		\$17,700.00	
TOTAL			\$57,825.00

INTERNAL BUDGETS

PROJECT AREA			
Salaries and Wages	\$12,900.00		
Seminars, etc.	16,700.00		
Overhead	1,700.00		
Supplies and Expenses	<u>2,700.00</u>		
TOTAL PROJECT AREA		\$34,000.00	
TAPE NETWORK AREA			
Salaries and Wages	\$14,700.00		
Travel	1,000.00		
Overhead	825.00		
Supplies and Expenses	<u>7,300.00</u>		
TOTAL TAPE NETWORK AREA		\$23,825.00	
TOTAL			\$57,825.00

INCOME

PROJECT AREA			
from Kellogg Foundation	\$34,000.00	\$34,000.00	
TAPE NETWORK AREA			
from Kellogg Foundation	\$16,500.00		
from member assessment fees	<u>7,325.00</u>		
		\$23,825.00	
TOTAL			\$57,825.00

## APPENDIX "A"

### HISTORICAL SUMMARY OF THE NUMBER OF STATIONS PARTICIPATING IN THE NAEB TAPE NETWORK

February, 1950---The first series to be distributed by WNYC,  
originator of the NAEB Tape Network, was  
WE HUMAN BEINGS.

This series was distributed to.....19 stations.

December, 1950---The tenth series, IDEAS AND THEIR COMMUN-  
ICATION, was the last series to be distributed  
by WNYC. The Headquarters was moved to the  
University of Illinois in January, 1951.

IDEAS AND THEIR COMMUNICATION was distributed to 41 stations

May, 1951-----In the NAEB Tape Network Progress Report #2  
Network manager, Dick Rider, reported that  
the number of stations now being served by  
the NAEB Tape Network was.....43 stations.

June, 1952-----The number of stations increased to .....46 stations.

July, 1951-----Of the 69 active members of NAEB, the number  
receiving network service was.....52 stations.

November, 1951---With the start of the package method of dis-  
tribution, the network was servicing.....70 stations

December, 1951---A service assessment fee was levied for the  
NAEB Tape Network service.

January, 1952---Of the 79 active members, those receiving  
network service were.....62 stations.

May, 1952-----The number of stations now being serviced  
by the NAEB Tape Network totalled.....65 stations.

July, 1952-----With the addition of three new stations, it  
is estimated that the number of stations to be  
serviced by the network will be.....68 stations

LIST OF STATIONS CURRENTLY PARTICIPATING  
IN THE NAEB TAPE NETWORK

KBPS (AM)	Benson Polytechnic Institute	Portland, Ore.
KCVN (FM)	College of the Pacific	Stockton, Calif.
KDPS (FM)	Des Moines Public Schools	Des Moines, Iowa
KFJM (AM)	University of North Dakota	Grand Forks, N.D.
KFKU (AM)	University of Kansas	Lawrence, Kan.
KANU (FM)	" " "	" "
KMUW (FM)	University of Wichita	Wichita, Kans.
KOAC (AM)	Oregon State College	Corvallis, Ore.
KSAC (AM)	Kansas State College	Manhattan, Kan.
KSDS (FM)	San Diego City Schools	San Diego, Calif.
KSLH (FM)	Board of Education	St. Louis, Mo
KUOM (AM)	University of Minnesota	Minneapolis, Minn.
KUOW (FM)	University of Washington	Seattle, Wash.
KUSC (FM)	University of Southern California	Los Angeles, Calif
KUSD (AM)	University of South Dakota	Vermillion, S.D.
KWAR (FM)	Wartburg College	Waverly, Iowa
KWAX (FM)	University of Oregon	Eugene, Ore.
KWGS (FM)	University of Tulsa	Tulsa, Okla.
KWLC (AM)	Luther College	Decorah, Iowa
KWSC (AM)	State College of Washington	Pullman, Wash.
WABE (AM)	Board of Education	Atlanta, Ga.
WAER (FM)	Syracuse University	Syracuse, N.Y.
WBAA (AM)	Purdue University	Lafayette, Ind.
WBEZ (FM)	Board of Education	Chicago, Ill.
WBGO (FM)	Board of Education	Newark, N.J.
WBGU (FM)	Bowling Green State University	Bowling Green, Ohio
WBKY (FM)	University of Kentucky	Lexington, Ky.
WBUR (FM)	Boston University	Boston, Mass.
WCAL (AM)	St Olaf College	Northfield, Minn.
WDTR (FM)	Board of Education	Detroit, Mich.
WDUQ (FM)	Duquesne University	Pittsburgh, Pa.
WEPS (FM)	Board of Education	Elgin, Ill.
WEVC (FM)	Evansville College	Evansville, Ind.
WFTU (FM)	Indiana University	Bloomington, Ind.
WFPL (FM)	Free Public Library	Louisville, Ky.
WGBH (FM)	Lowell Instit. Co-op B/dcasting Council	Boston, Mass.
WGPS (FM)	Greensboro Public Schools	Greensboro, N.C.
WGRE (FM)	DePauw University	Greencastle, Ind.
WHA (AM)	University of Wisconsin	Madison, Wis.
WILL (AM)	University of Illinois	Urbana, Ill.
WIUC (FM)	" " "	" "
WKAR (AM)	Michigan State College	East Lansing, Mich.
WKAR (FM)	" " "	" " "
WKSU (FM)	Kent State University	Kent, Ohio
WESU (FM)	Louisiana State University	Baton Rouge, La.
WMCR (FM)	Western Michigan College	Kalamazoo, Mich.
WMMI (FM)	Municipal Junior College	Meridian, Miss.
WMUB (FM)	Miami University	Oxford, Ohio
WNAD (AM)	University of Oklahoma	Norman, Okla.
WNAD (FM)	" " "	" "
WNAS (FM)	New Albany City Schools	New Albany, Ind.
WNUR (FM)	Northwestern University	Evanston, Ill.



WNYC (AM)	Municipal Broadcasting System	New York, N.Y.
WNYC (FM)	" " "	" " "
WNYE (FM)	Board of Education	Brooklyn, N.Y.
WOI (AM)	Iowa State College	Ames, Iowa
WOI (FM)	" " "	" " "
WOSU (AM)	Ohio State University	Columbus, Ohio
WOSU (FM)	" " "	" " "
WOUI (FM)	Ohio University	Athens, Ohio
WSAJ (AM)	Grove City College	Grove City, Pa.
WSHS (FM)	Board of Education	Floral Park.
WSOU (FM)	Seton Hall College	South Orange, N.J.
WSUI (AM)	State University of Iowa	Iowa City, Iowa
KSUI (FM)	" " " "	" " " "
WTDS (FM)	Board of Education	Toledo, Ohio
WTHS (FM)	Lindsay Hopkins Vocational School	Miami, Fla.
WUOA (FM)	University of Alabama	University, Ala.
WUOT (FM)	University of Tennessee	Knoxville, Tenn.
WUSV (FM)	University of Scranton	Scranton, Pa.
WVSH (FM)	School City of Huntington	Huntington, Ind.
WVHI (FM)	Wilson Junior High School	Muncie, Ind.

Possible additions to the network as of July 1, 1952.

KANW (FM)	Board of Education	Albuquerque, N.M.
WDET (FM)	Wayne University	Detroit, Mich.
WUNC (FM)	University of North Carolina	Chapel Hill, N.C.

# APPENDIX "B"

## SERIES DISTRIBUTED BY NABE TAPE NETWORK AND THEIR UTILIZATION

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
I We Human Beings	Lowell Instit	7	30:00	3:30	19	100	66:30
II A Long Life	At this point, the number of stations increased to 35 Lowell Instit	10	30:00	5:00	17	49	85:00
III Great Themes in a Great Hall	Cooper Union Forum	12	60:00	12:00	13	37	156:00
IV Ses Quincentennial Concerts of the U.S. Army Band	WNYS & Fed. Rec. Comm.	7	60:00	7:00	11	31	77:00
V Music for the Connoisseur	At this point, the number of stations increased to 41 WNYS	13	60:00	13:00	15	37	195:00
VI Canadian Concerts	CBC	6	30:00	3:00	11	27	33:00
VII BBC World Theatre	BBC	13	60:00	13:00	21	51	273:00
VIII The Human Adventure	U. of Chicago	17	30:00	8:30	22	54	187:00
IX Reader s Almanac	WNYS	10	30:00	5:00	8	20	40:00
X Ideas and Their Communication	Cooper Union Forum	10	60:00	10:00	19	46	190:00
51-1 Los Angeles County Museum Chamber Music Concerts	KUSC	13	75:00	16:15	9	22	146:15
51-2 America in Crisis	Cooper Union Forum	9	60:00	9:00	27	66	243:00
	At this point, the number of stations increased to 43						

\* Percentage of Usage is that percentage of stations which actually used the series among those to whom the series was offered.

x Total Air Time is the time of the series multiplied by the number of stations using.

1691:45

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
51-3 Music for the Connoisseur	WNYC	13	60:00	13:00	33	77	429:00
51-4 Women	Cooper Union Forum	12	60:00	12:00	27	63	324:00
51-5 The Nature of the Universe	BBC	8	30:00	4:00	38	88	152:00
51-6 The New World of Atomic Energy	WLS	11	15:00	2:45	34	79	93:30
51-7 Music for the Connoisseur	At this point the number of stations increased to 70 WNYC	13	60:00	13:00	50 (10)	83	650:00
51-8 BBC World Theatre	BBC	13	60:00	13:00	42 (9)	69	546:00
51-9 The People Act	20th Century Fund	13	30:00	6:30	41 (12)	71	266:30
51-10 Stories 'n Stuff	WILL	13	30:00	6:30	37 (10)	62	240:30
51-11 Festival Concerts	WILL	13	60:00	13:00	35 (12)	60	<del>435:00</del> 315:00
51-12 International Visitor	WOSU	13	15:00	3:15	32 (11)	54	104:00
51-13 Masterworks Story	WCAL	13	15:00	3:15	40 (11)	68	130:00
51-14 America and the World	Denver U. & Colgate Conf.	13	30:00	6:30	39 (12)	67	253:30
51-15 Bligh of the Bounty	BBC	8	30:00	4:00	42 (3)	63	168:00
51-16 U.S. Army Band Concerts & U. of Michigan Symphonic Band	WNYC & Fed. Rec. Comm. & WUOM	13	60:00	13:00	44 (3)	66	572:00
51-17 Music for the Connoisseur	At this point, the network assessment fee was levied-- WNYC	13	60:00	13:00	45 (16)	98	589:00

( ) Stations not reporting their use of the series, plus the originating station.

6660:45

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time
51-18 Masterworks Story	WCAL	13	15:00	3:15	38 (16)	83	123:30
51-19 Bach Memorial Concerts	WHA	13	30:00	6:30	33 (16)	72	214:30
51-20 Time for Planting	WLW	13	30:00	6:30	34 (15)	72	221:00
51-21 Stories 'n Stuff	WILL	13	30:00	6:30	35 (16)	76	227:30
51-22 Fear and Anxiety	Cooper Union Forum	10	60:00	10:00	26 (16)	57	260:00
51-23 America and the World	U. of Denver	13	30:00	6:30	38 (15)	81	247:00
51-24 Mental Health	KUOM	13	15:00	3:15	27 (16)	59	87:45
51-25 BBC World Theatre	BBC	13	60:00	13:00	38 (15)	81	494:00
51-26 University Concerts	WUOM & WILL	9	60:00	9:00	33 (17)	73	297:00
51-27 Pride and Prejudice	BBC	12	30:00	6:00	30 (15)	64	180:00
51-28 Aging Successfully	WILL	13	30:00	6:30	27 (16)	59	175:30
51-29 Living in an Atomic Age	BBC	6	15:00	1:30	29 (15)	62	43:30
51-30 A Trip Through Switzerland	U. of Berne	7	15:00	1:45	39 (15)	83	68:15
51-31 MAEB Bonus Program Report From Korea Station "60" Sen. Kefauver	Comb. Rep. KUOM	4 1 1	15:00 60:00 60:00	1:00 1:00 1:00	34 (15) 34 (15) 30 (15)	72 72 64	34:00 34:00 30:00
52-1 Music for the Connoisseur	At this point, the number of stations increased to 65 WNYC	13	60:00	13:00	44 (16)	90	572:00
52-2 United We Stand	Cooper Union Forum	11	60:00	11:00	31 (15)	62	341:00

10311:15



Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage*	Total Air Time x
52-3 BBC World Theatre	BBC	13	60:00	13:00	40 (15)	80	520:00
52-4 Stories 'n Stuff	WILL	13	30:00	6:30	36 (16)	73	234:00
52-5 Mental Health	KUOM	13	15:00	3:15	31 (16)	63	100:45
52-6 Journeys Behind the News	U. of Denver	12	15:00	3:00	33 (15)	66	99:00
52-7 Invitation to Read	KMAX	13	15:00	3:15	39 (16)	80	126:45
52-8 Canterbury Tales	BBC	11	45:00	8:15	27 (15)	54	222:45
52-9 Freshman Forum	WHA	13	60:00	13:00	24 (16)	49	312:00
52-10 A Trip Through Switzerland	U. of Berne	13	15:00	3:15	37 (15)	74	120:15
52-11 International Visitor	WOSU	13	15:00	3:15	27 (16)	55	87:45
52-12 NAEB Extras							
Graham Hovey	WHA	5	15:00	1:15	25 (15)	50	31:15
The Conduct of the War	BBC	1	30:00	:30	27 (15)	54	13:30
Report From Korea	Comb. Rep.	4	30:00	2:00	28 (15)	56	56:00
Herald Trib High School For.	WNYC	3	60:00	3:00	25 (15)	50	75:00
52-13 Security Begins at Home	FSA	13	15:00	3:15	28 (15)	56	91:00
52-14 Looking Ahead in Education	Cooper Union Forum	14	60:00	14:00			
52-15 Stories 'n Stuff	WILL	13	30:00	6:30			
52-16 Music for the Voice	KWLC	13	15:00	3:15			
52-17 Invitation to Read	KMAX	13	15:00	3:15			
52-18 The Virginians	BBC	13	30:00	6:30			

12 321:15



Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage *	Total Air Time*
52-19 Security Begins at Home	FSA	13	15:00	3:15			
52-20 International Visitor	WOSU	13	15:00	3:15			
52-21 The Bard of Avon	WILL	13	30:00	6:30			
52-22 NAEB Extras							
The Battle of Leyte Gulf	BBC	1	60:00	1:00			
The Thames	BBC	1	60:00	1:00			
Da Vinci	BBC	1	60:00	1:00			
Da Vinci	Cooper Union	3	60:00	3:00			
Forum							
NAEB SCHOOL SERIES. FOR IN-SCHOOL BROADCASTING. 24 STATIONS.							
S52-1 Let's Find Out	KSLH	14	15:00	3:30	24	100	84:00
S52-2 Uncle Dan of Froggy Hollow Farm	WABE	14	15:00	3:30	23	96	80:30
S52-3 Growing Up	WHA	14	15:00	3:30	24	100	84:00
S52-4 Distant Lands	WNYE	14	15:00	3:30	24	100	84:00
S52-5 Let's Find Out	KSLH	14	15:00	3:30			
S52-6 Uncle Dan of Froggy Hollow Farm	WABE	14	15:00	3:30			
S52-7 Distant Lands	WNYE	14	15:00	3:30			
S52-8 Tales From the Four Winds	WNYE	14	15:00	3:30			
S52-9 Know Yourself	KSLH	14	15:00	3:30			
S52-10 Treasure Chest of Poetry	WBOE	14	15:00	3:30			

12, 684.5

Series & Title	Source	No. of Programs	Length of Each Prog. (Min)	Total Air Time of Each Series	No. of Stations Using	% of Usage	Total Air Time*
<u>INDIVIDUAL PROGRAMS AND SERIES DISTRIBUTED AS EXTRAS</u>							
"A" University of Chicago Roundtable	U. of Chi.	Contin.	30:00				
"B" Herald Tribune Forum	WNYC	9	60:00	9:00	10	24	90:00
"C" 4th Annual Conf. of Businessmen and Educators	WNYC						
51-A 1951 Payne Award Play	Payne Comm.	1	30:00	:30	31	72	15:30
52-B New Republic TV Panel		1	30:00	:30	20	47	10:00
Music for the Connoisseur Christmas Show	WNYC	1	60:00	1:00	29 (26)	73	29:00
The Meaning of Christmas	BEC	1	15:00	:15	11	17	2:45
2 Memo to America	UNESCO	4	15:00	1:00	9	14	9:00
Fire Prevention Show		1	30:00	:30	5	8	2:30
This is Polio	WOSU	4	15:00	1:00	23	35	23:00
Herald Tribune Forum	WNYC	4	15:00	10:00	8	12	80:00
USUN	USUN	4	15:00	1:00	17	26	17:00
73 Regular Series 12 Extra Series		904 Indiv. Prog.					12,797:30 Total Air Time
Music From Interlochen (The Network helps distribute these programs.)	Nat. Mus. Camp	31	60:00	31:00	29	44	899:00

12,797:30

# APPENDIX "C"

## TAPE NETWORK INCOME FROM SERVICE ASSESSMENT FEES

Network Service Assessment Fees are levied on the same basis as stations are charged for regular NABE annual dues. The stations are divided into three classes according to transmitter power.

Class "A"	5kw. or more
Class "B"	1kw. to 4.9 kw.
Class "C"	Less than 1kw.

The membership voted at the annual convention at Biloxi, Mississippi, in November, 1951, to levy an annual service assessment fee for the network service. The rates established for the fiscal year July 1, 1952, to June 30, 1953 were:

Class "A"	\$200.00
Class "B"	125.00
Class "C"	75.00

The membership further voted to assess fees for the six-month period January 1, 1952, to June 30, 1952, at half the rate for the first full fiscal year.

These charges break down as follows:

Period---January 1, 1952, to June 30, 1952

Number of stations in each classification

Class "A"	16
Class "B"	15
Class "C"	30
Total	61
Plus WNYC carried free	1

62 Stations participating in Network  
(Jan. 1952)\*

Rates

Class "A"	\$100.00
Class "B"	62.50
Class "C"	37.50

Revenue

Class "A"	\$1,600.00
Class "B"	937.50
Class "C"	1,125.00
Total	\$3,662.50

Period---July 1, 1952, to June 30, 1953

Number of stations in each classification

Class "A"	20
Class "B"	16
Class "C"	32
Total	68

\* Stations KSDS, WNYE, & WOUI were added late in this period and are not counted in the number of stations nor revenue received. They will not be billed until fiscal year 1952-1953.

Rates

Class "A"	\$200.00
Class "B"	125.00
Class "C"	75.00

Revenue (Estimated)

Class "A"	\$4,000.00
Class "B"	2,000.00
Class "C"	<u>2,400.00</u>
Total	\$8,400.00

NAEB HEADQUARTERS

October 13, 1952

TO: NAEB Board  
FROM: Jim Miles

Gentlemen:

In late August when we were readying the fall offerings on the tape network, there was considerable talk about MUSIC FOR THE CONNOISSEUR. All reactions we had received here at headquarters indicated that it was far and away the most successful program ever put on the network.

Mr. Randolph's position with WNYC is somewhat different from that of most of those who appear on our stations for the love of it. He does not have a full-time, basic university salary upon which to draw. Thus, any time devoted to the preparation and airing of this program must be taken away from some of his income producing efforts. Dave and Sy Siegel talked about this at some length and finally suggested that the network pay \$1.00 per program per station for the show. They then wrote me about it. I did not like the idea because of the extra bookkeeping involved and the precedent thereby set for shows on the network. I felt that Randolph was valuable to us and that we should in some way retain him. We had discussed many times employing network "consultants" and so it was my idea that Randolph be retained as a consultant.

Specifically, my deal was that I would propose and recommend to the board for consideration at the Minneapolis meeting that we pay Randolph \$1,000 for the fiscal year 1952-53, during which time he would prepare at least three MUSIC FOR THE CONNOISSEUR series of thirteen programs each. Second, he would be on the lookout for additional musical material in the New York area available for network use. Third, he would be available for specific consultation work from time to time, but if we called on him to do this, we would pay his traveling expenses.

Randolph agreed to this proposal and submitted immediately the first series of programs of MUSIC FOR THE CONNOISSEUR. It is currently on the tape network and has been accepted by fifty stations.

He has secured for us the rights to the Little Orchestra public dress rehearsal broadcast, and we will offer these programs in the spring.

He has agreed to come to the NAEB Convention at Minneapolis, and I have agreed to cover his expenses to that convention. Burton has him scheduled to appear Saturday morning, November 8, on one of the general sessions.

This is the entire story. I heartily recommend that you approve this proposal. There is sufficient money in the tape network budget to handle it, and I do not believe it will be setting a precedent which we do not care to follow. I would like to further recommend that this be made a matter for the agenda at the Minneapolis board meeting.



Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



WISCONSIN  
HISTORICAL  
SOCIETY



WISCONSIN  
UNIVERSITY OF WISCONSIN-MADISON



NATIONAL ENDOWMENT FOR THE

Humanities

Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.